BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

Pedro de Cordoba—noted stage star of "Lucrece" says W.B.S. ELECTRICAL TRANSCRIPTIONS are superior to "in person" microphone performances

DISTINGUISHED classical and modern actor and noted cinema and radio star, this famous exponent of the three forms of Thespian art holds the World Broadcasting System's Electrical Transcriptions of his lines far superior to his own first hand delivery to the microphone.

Mr. de Cordoba, who is now supporting Katharine Cornell on Broadway, is heard simultaneously in a large part of the country twice a week in the new Beech Nut serial, "UNKNOWN HANDS". He says that because of the opportunity afforded the actor to hear and judge himself, World Electrical Transcriptions permit the finest performance of which the experienced artist is capable.

Because of painstaking direction and exclusive mechanical perfection of electrical recording, each World Electrically Transcribed Program is the radio equivalent of an outstanding Broadway stage success in its living realism and artistic impressiveness.

Western Electric Wide Range Noiseless Recording (available only through the World Broadcasting System) insures perfect radio production.

The World Broadcasting System operates through leading stations in every part of the country. A station list of over 170 stations will be sent on request.

World Broadcasting System, Inc.

World Broadcasting Building 50 West 57th St., New York

400 West Madison St., Chicago • 179 King St., W., Toronto • 1040 North Las Palmas Ave., Hollywood, California

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

Production Studios: New York, Chicago, Hollywood

IODENT *said* "7 Days!"

On October 17th, seven days before their new "Detectives Black and Blue" radio program was to start over WLW, IODENT telephoned from Detroit. They asked: "Can your Field Merchandising Service contact every key drug outlet in Ohio, Indiana, West Virginia and Kentucky *during the next seven days?*"

The reply in *results* was that, at the end of eight days—the fast moving automobiles of the WLW field men having been delayed one day by intolerable weather—1671 key drug stores in every city and town of over 5,000 population had been contacted—the program had been sold to the proprietors—clerks had been enthused—display material for windows and counters had been distributed.

This was an emergency—but the WLW Field Merchandising Service is trained to meet such emergencies for its clients. IODENT says: "We had some misgivings . . . of your performing the unusually large amount of work . . . yet the reports all indicate that your organization certainly measured up to the job."

Advertising agencies and advertisers buy WLW because (1) it carries a radio message to an enormous audience and (2) supplies the most complete merchandising and marketing service of its kind in the United States.

Send for 72-page book describing this service.

"Detectives Black and Blue"'—the highly amusing and intensely interesting correspondence-school sleuths, featured by IODENT *as the world's dumbest detectives.*

Near the center of the dial

Near the center of population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President* **CINCINNATI**

WANTED!

the man who "gets his man"

FAR up in the Bache Peninsula, a detachment of Royal Canadian Mounted Police patrols the wilderness. Winter closes in. A supply boat, loaded with provisions, has been expected daily.

More than two hundred miles south, the vessel has been forced into Craig Harbor. Further progress is impossible. The detachment must be warned. Now it is the man who "gets his man" that is *Wanted!* Word must be rushed to break camp and move south.

Radio! And so the Commissioner of Royal Canadian Mounted Police sprang into action. Records told him the Westinghouse Radio Station KDKA and its short wave Station W-8-X-K, located at Pittsburgh, were most frequently heard in the territory where his men soon might be trapped.

Telephone and telegraph lines between Montreal and Pittsburgh hummed with messages. Then the Westinghouse Radio Stations broadcast the command of the Commissioner . . . for the detachment on Bache Peninsula to proceed as soon as possible to Craig Harbor where supplies awaited them. Members of the detachment, or someone who could contact with them, have heard the message . . . even now the "mounties" are enroute to their new base.

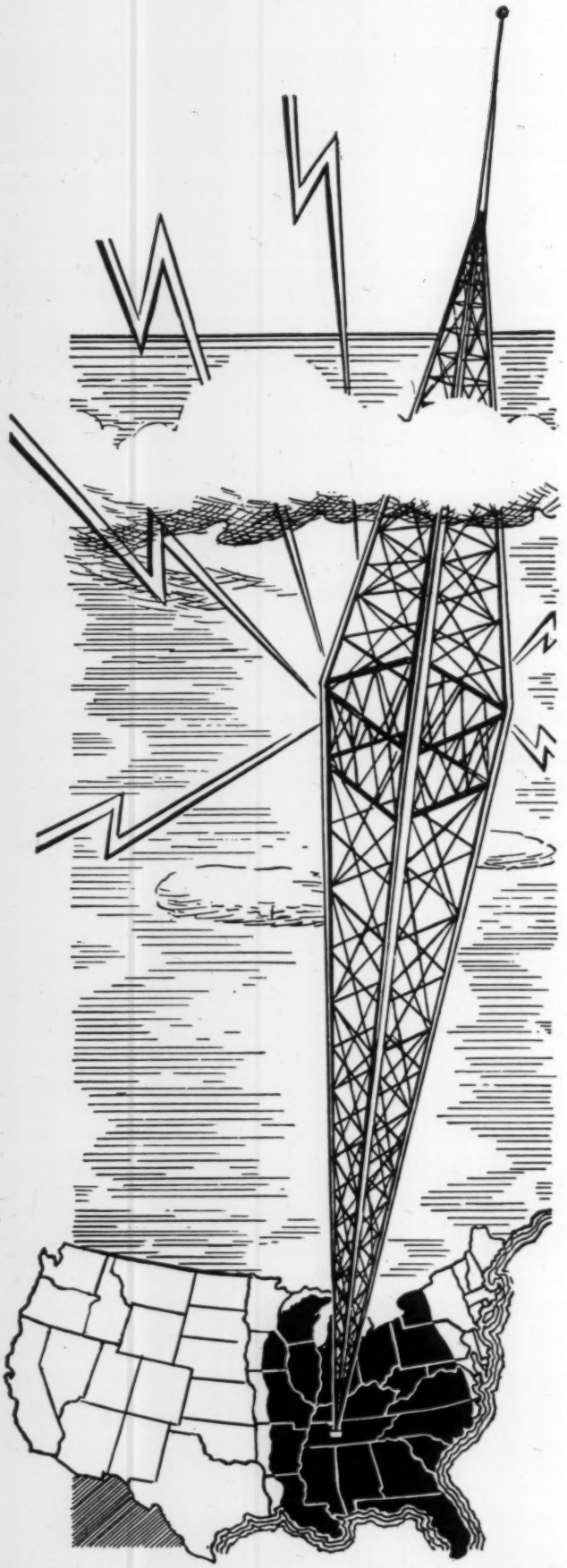
Radio has become largely a commercial enterprise. It must to assure its continued existence. Still, we like to feel that Westinghouse Radio Stations have done more than simply entertain and educate. We like to feel that Westinghouse Radio Stations actually are performing certain services to humanity which can be rendered in no other manner.

Westinghouse *Radio Stations*

T 79414

KDKA Pittsburgh, Pa. | WBZ Boston, Mass. | WBZA Springfield, Mass. | KYW Chicago, Ill.

XUM



The SOUTH is in the *saddle*

and leading the parade

Business economists agree that the South is leading the Nation in recovery.

Present indications point to greater business activity in the South during 1933.

During the past three months construction awards were greater than during the same period of last year.

Textiles are heading the list in increased production, and more than 70% of cotton textiles are made in southern mills.

These facts are indicative of the progress and recovery of the southern states, and within these states WSM is dominant.

Unlimited Time **WSM** Cleared Channel
50,000 Watts

— of, by and for the South is the medium which reaches this chosen territory.

Lowest Rate of any 50,000 Watt Station
Write for breakdown of WSM Mail

WSM

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 12 | WASHINGTON, D. C. | DECEMBER 15, 1932 | $3.00 PER YEAR—15c A COPY

Little Lame Duck Radio Legislation Seen

Radio Commission Shakeup Threatened After March 4; Appropriations Slashed, Lottery Ban Slated to Pass

THE LEGISLATIVE outlook for radio in the current lame duck session of Congress is quiescent, with only passing thought being given to broadcasting. The Senate probably will enact the Davis omnibus bill (H. R. 7716), which has been amended in Senate Committee to eliminate holding of hearings before Commission examiners, prohibit broadcasting of lotteries, revise the political section of the Radio Act and otherwise change procedural provisions of the law.

The Senate Interstate Commerce Committee Dec. 13 reported the measure favorably, with Senator Dill, (D.) of Washington, author of most of the amendments, instructed to present it to the Senate. The Committee eliminated the provocative station license fee provision designed to raise about $670,000 a year to defray the cost of radio regulation. It incorporated a new amendment providing that the Commission or any member thereof shall preside over hearings in lieu of examiners.

Senator Dill declared there is nothing in the law authorizing examiners to conduct hearings, and that many complaints have been received from stations about the Commission's "aloofness." "The Commission should do that work itself," he said, "or else we might as well have one man run radio. The Commission has gone too far. It wants everything in writing and is conducting itself like a select body such as the Supreme Court."

No Additional Measures

PRESIDENT Hoover's plan for sweeping reorganization of federal bureaus and agencies in Washington, announced in a special message to Congress Dec. 10, leaves the Radio Commission untouched. It is indicated that President Hoover may later submit additional recommendations covering other agencies, but it is doubtful that radio will be affected. There is a possibility, though remote, that he may eventually seek reduction of the Commission to three members.

The recent absorption of the Radio Division, Department of Commerce, by the Commission is believed to have accomplished what the administration had in mind in radio consolidations. Prior to the announcement of the President's plan, speculation centered on the possible transfer of the Commission to the Department of Commerce, under an Assistant Secretary for Radio, dispensing with the services of four radio commissioners and returning to the one-man rule of radio that existed prior to the Commission's creation in 1927.

In official circles, the appointment by President Hoover of a successor to Chairman Saltzman, who resigned last July, is being talked about. But Senate Democrats at a recent conference agreed to block confirmation of all but routine nominations by the Republican administration. This would clear the way for Democratic appointments after March 4 by President-elect Roosevelt.

While confirmation is lacking, it has been reported that President Hoover would like to appoint a Republican to succeed General Saltzman as fourth zone commissioner, and, in return for an assurance of his confirmation by the Senate, he would reappoint as third zone commissioner Judge E. O. Sykes, whose term expires Feb. 23. In that connection the names of Senator Watson, of Indiana, Republican leader of the Senate, and Glenn, of Illinois, both defeated in the November elections, have been mentioned as possible Hoover nominees for the Saltzman successorship. It has been a time-honored custom for the Senate to confirm appointments to other federal posts of outgoing colleagues, regardless of political lines.

It is more likely, however, that nothing will be done on this and the chairmanship situation until after the new administration takes office. Judge Sykes is acting chairman, and, if reappointed, is the logical selection for the chairmanship under a Democratic administration. The name of Ewin L. Davis, retiring chairman of the House Merchant Marine, Radio and Fisheries Committee, and a Tennessee Democrat, also is mentioned for a Commissionership, which could only be accorded him, under the existing Zone law, through retirement of Judge Sykes. There is talk also of a Federal judgeship for Judge Sykes.

The opening days of the new session found little attention given to radio. In contrast to other years, not a single radio measure was introduced during the first week. On the calendar, however, are more than a score of holdover radio and copyright bills. The only mention of radio officially in either House were addresses by Senator Dill and Senator White, (R.) of Maine, on the Court of Appeals' decision in the WIBO case.

Shakeup Threatened

ENACTMENT by Congress of new Federal pay cuts, as proposed by President Hoover in his annual message, might have the effect of changing the Radio Commission personnel situation considerably. General Saltzman resigned from the Commission largely because of the first pay cut, which would have forced him to take a reduction, including retired Army pay, from $16,000 to about $9,000. Moreover, it is expected that the incoming Democratic administration, to meet its patronage obligations, will oust non-civil service Republican Commission employees and replace them with Democrats.

In addition, reduced budget estimates made to Congress, calling for drastic economies, may eventually lead to the release of additional Commission employees. The budget estimates submitted to Congress Dec. 8 call for an appropriation of $780,427 for the Commission during the fiscal year 1934 as against $872,000 for the 1933 fiscal year. The Commission soon will release about 30 field employees in line with the reorganization occasioned by its acquisition of the Radio Division.

This combination of circumstances has surcharged the atmos-

(*Continued on page 29*)

Status of Radio Legislation

The following tabulation shows the present status of radio legislation in Congress, practically all of the bills being holdovers from the first session:

SENATE

S. 4—Fess radio educational bill, pending Committee on Interstate Commerce.
S. 21—King copyright bill, pending Committee on Patents.
S. 22—King bill licenses for unused patents, pending Committee on Patents.
S. 176—Hebert copyright bill, pending Committee on Patents.
S. 481—White omnibus radio bill, pending Committee on Interstate Commerce.
S. 750—McNary bill to prohibit lotteries, pending Committee on Interstate Commerce.
S. 1035—Tydings copyright bill, pending Committee on Patents.
S. 1866—Dill patent bill, pending Committee on Patents.
S. 2374—George bill to give City of Savannah, Ga., naval radio station being abandoned, pending Committee on Naval Affairs.
S. 3046—Dill bill on clear channels, pending Committee on Interstate Commerce.
S. 3047—Hatfield bill for labor clear channel, referred to subcommittee: Hatfield, Brookhart and Bulkley.
S. 3649—Shipstead bill to change allocation, pending Committee on Interstate Commerce.
S. 3985—Dill copyright bill, pending Committee on Patents.
S. 4399—Metcalf bill appropriating money for Radio Commission to cooperate with states for radio educational work, pending Committee on Education and Labor.
S. Res. 28—Howell bill for investigating possibility of broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 58—Dill bill to investigate RKO, pending Committee on Audit and Control.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber, pending Committee on Rules.

HOUSE

H. R. 139—Vestal copyright bill pending Committee on Patents.
H. R. 421—Hoch bill to amend I. C. C. Act to define radio as "Common carrier" pending Committee on Interstate and Foreign Commerce.
H. R. 7253—Connery bill to provide clear channel for labor, pending Committee on Merchant Marine, Radio and Fisheries.
H. R. 8759—Amlie bill prohibiting radio advertising on Sunday, pending Committee on Merchant Marine, Radio and Fisheries.
H. R. 12844—LaGuardia bill establishing fees for patented radio equipment, pending Committee on Patents.
H. R. 12845—LaGuardia bill establishing fees for radio advertising, pending Committee on Merchant Marine, Radio and Fisheries.
H. Res. 10976 — Sirovich copyright bill reported; on House calendar.
H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific coast stations, pending Committee on Rules.
H. Res. 110 — Amlie resolution on free speech, pending Committee on Merchant Marine, Radio and Fisheries.

Broadcasters Open Fight on ASCAP

Federal Agencies Probing Society's Royalty Activities; Schuette Urges Stations to Ban "Song Plugging"

By SOL TAISHOFF

NEW ATTACKS upon the American Society of Composers, Authors & Publishers, which may possibly result in ultimate dissolution of that organization for reputedly operating in restraint of trade, have been launched from several quarters, provoked mainly by the Society's allegedly extortionate royalty demands on broadcasters and by alleged discriminatory tactics employed to curry favor from certain groups.

Several governmental agencies, including the Department of Justice, are inquiring into the activities and organization of ASCAP. Many members of Congress are acquainted with the copyright situation to the extent that they have indicated they will voice their disapproval of ASCAP on the floors of Congress. Finally, the broadcasters, through Oswald F. Schuette, NAB copyright director, have opened their counter-attack in a campaign of active resistance of ASCAP "song plugging" and "restricted numbers".

Two Inquiries On

IT WAS LEARNED by BROADCASTING that the anti-trust division of the Department of Justice has instituted an investigation of ASCAP to ascertain whether its method of collecting tribute from performers of copyrighted music is in restraint of trade, and thus an undue burden on interstate commerce. The Federal Trade Commission, which has functions paralleling those of the Department of Justice in anti-trust actions, also is understood to be giving some thought to the matter, and one high official of that agency ventured the off-hand view that the Federal Trade Commission Act empowered it to take punitive action against ASCAP.

These movements are direct outgrowths of the turbulent relations of broadcasters with ASCAP and that organization's steadfast refusal to modify its present demands, which would increase broadcasting royalties some 300 per cent next year. Through the NAB every effort has been made to work out an equitable scale. Mr. Schuette's last suggestion, spurned by the ASCAP board, was for a flat 4 per cent of net receipts royalty, plus sustaining fee, on programs employing ASCAP music only, as against the present demands of 3, 4 and 5 per cent, plus sustaining fee, on all program receipts whether or not ASCAP music is used.

Faith Breach Charged

THE DEPARTMENT of Justice apparently was spurred to activity by complaints from broadcasters against ASCAP, following the break in negotiations last summer. Members of Congress also are believed to have complained to the department.

Charges that ASCAP and its general manager, E. C. Mills, have failed to act in good faith with the broadcasters are said to be responsible for Mr. Shuette's determination to wage his campaign of active resistance. An incident cited was that on Dec. 1 Mr. Mills, at a Washington conference with a group of Senators who had received complaints from constituent stations about the copyright contract, promised he would work out a revised contract covering ASCAP music only, subject to his board's approval. When he returned to New York, he notified the stations that his board had refused to accede and that the original 3-4-5-general income contract would stand.

Schuette's Proposals

UPON LEARNING from Mr. Mills that the ASCAP board would take no action on his proposal to revise contracts to 4 per cent of revenues actually earned by use of ASCAP until the next board meeting in January, Mr. Schuette announced his plans.

In a circular to all cooperating broadcasters, Mr. Schuette reviewed the whole situation. (The circular is published below in full text.) First, he called for a ban on all "plugging" of music requested by ASCAP members over stations. Secondly, he asked that no further requests for permission to play "restricted" numbers be made. In many cases these restrictions have apparently been placed chiefly to induce stations to ask such special permission, which often is granted only in return for the promise from the station to perform some other numbers in which the publisher is interested, he asserted. Finally, he asked that all stations bar restricted numbers during the life of the present ASCAP contracts, so that numbers placed upon the restricted list by publishers shall be kept there. In that way, he said, publishing houses will understand that, until ASCAP has given some evidence of a genuine desire to deal fairly with broadcasters, they will not get the favored treatment they demand from stations.

Mr. Shuette pointed out that out of 271 numbers on the current list of ASCAP restrictions, 219 or 81 per cent are controlled by directors of the Society.

To the reports that anti-trust actions might be instituted against ASCAP, Mr. Mills has blandly replied to the music-trade press that the association is "willing" to dissolve. He has made that statement many times before, pointing out that a decade ago ASCAP was investigated by the government and was absolved of being an illegal combination. Mr. Mills has stated that dissolution of ASCAP would mean negotiations by broadcasters and other users of copyrighted music with individual publishers. This he said, would be far more expensive and complicated than dealing with one central organization.

Text of NAB Plan

MR. SCHUETTE'S circular to all "cooperating broadcasters" follows in full text:

"Under the authority of the 'absolute power' given me by the unanimous vote of member and non-member broadcasters at the St. Louis convention of the NAB, I submitted a proposal to the American Society of Composers, Authors and Publishers to revise the copyright contracts by substituting for 3, 4 and 5 per cent of the entire revenues of broadcast-

(*Continued on page 18*)

RADIO MERRY-GO-ROUND—This is how announcers and engineers of WPTF, Raleigh, covered highlights of the North Carolina State Fair. Using a portable broadcaster transmitting on 69 megacycles, they were able to describe scenes all over the fair grounds. This picture shows them on the carousel, but they also relayed their descriptions with this apparatus from the ferris wheel, whip and even from the monkey cage.

McCosker Weighs New NAB Policies

Hoover Sent Congratulations To Industry's President

IN COMPLIANCE with the action of the NAB convention at St. Louis last month, a committee of the NAB board of directors, headed by President A. J. McCosker, WOR, Newark, is giving consideration to a concrete program carrying the convention policies. Plans for raising funds and for increasing membership through reduced dues to stations in the lower-income groups are being worked out and will be acted upon at a forthcoming general meeting of the board, probably to be held within the next 10 days.

Among other things, the board is going over the names of individuals for possible appointment as director-general of NAB. Whether he will be some person outstanding in public life, or an individual prominent in radio, has not yet been decided. In the latter category the names of James W. Baldwin, Radio Commission secretary, Henry A. Bellows, CBS vice president just transferred to Washington, and William S. Hedges, director of WMAQ, Chicago, have been mentioned.

High tribute to the new NAB president was paid by President Hoover in a letter to Mr. McCosker on Dec. 2, stating:

"I send you my warmest congratulations on your unanimous election as president of the NAB at the recent annual convention in St. Louis. It is especially noteworthy that you were chosen from the field of independent broadcasters.

"In view of the vast scope of radio broadcasters in the United States and the direct impress it makes upon the minds of the people, its possibilities for good in advancing industrial, scientific, cultural and amusement interests, this is a signal honor of high responsibility, which your character, broad experience and achievements give promise of successful discharge in the public interest. You have my cordial wishes in this work."

Expensive Coverage

CHOOSING to cover the Notre Dame-Southern California football game of Dec. 10 independently, WGN, Chicago, sent Quin Ryan, its manager and chief announcer, and Carl H. Meyers, chief engineer, to Los Angeles to handle the game over its own 2,500-mile leased wire. Ryan was assisted by sports writers of the CHICAGO TRIBUNE and Meyers had the assistance of three former WGN engineers now in the sound departments of Hollywood studios — George Leverett, Paul Neal and Ralph Shugart.

Newspaper Buys

ASSIGNMENT of WFBC, Greenville, S. C., from Virgil V. Evans to the GREENVILLE NEWS-PIEDMONT Co. (newspaper) was approved by Dec. 9 by the Radio Commission. The station operates on 1200 kc. with 50 watts.

Exit Announcer—Enter Radio Salesman

By TONY WONS

"Are You Listenin'?"

Commercial Speaker Held More Important Than Crooner; Ability to Sell Placed Above the Art of Elocution

MANY ADVERTISERS are unwittingly altruistic in that they finance an elaborate and entertaining radio program and then trust their sales message to an announcer who merely reads dull phrases with little or no comprehension of the product he is expected to sell. Tony Wons, who rose from the station commercial ranks and whose sales messages on the Camel Quarter Hour were noteworthy, suggests that the commercial talks should be made by experienced salesmen who have imagination and enthusiasm and are entirely familiar with the product. And, he adds, this radio salesman should be paid fully as well as the artist and be as carefully chosen.

THE OLD TIME radio announcer with his much overworked phrase, "We are dedicating this program to," is passing, and the quicker he takes his last gasp the better it will be for the advertisers and radio stations that are spending good money for programs. A new man is taking his place—a man who does not want to be called a radio announcer, but a radio salesman.

If I were buying radio time I would spend as much effort and money in selecting the salesman who is to sell my goods to the radio public as I would for a crooner, a fiddler, a speaker, or for any other talent. I think he is just as important—more important! I would see to it that he does not chase prospects away from me by babbling a lot of meaningless words and phrases which nobody wants to listen to. I would ask for a man who can sell; a man who understands human nature; a man who can create some interest in my product, who is interested in it himself, and who can win over my listeners with an argument that will make them my customers.

Salesman's Qualifications

IN GIVING an audition for this salesman I would ask the station director to furnish if possible a man who has had some selling experience, or who has proved his ability to sell over the radio, rather than someone whose only qualification is an oily voice. Of course I would not bar those without any selling experience or those who have not had a chance to prove their worth. Some announcers never did have an opportunity to show what is in them. They are hired by stations to say, "This is station QXZ and we will now hear that well known tenor, etc., etc." That isn't selling.

The reading of the sales copy in many programs is considered only incidental. Often the announcer has but a hazy idea what it is all about. Somebody else writes it for him—he reads it. He talks about a tooth paste of which he knows nothing and has never used himself; he talks cigars which he has never puffed; he talks breakfast food the taste of which he never enjoyed; he talks automobiles that he never saw built nor had the pleasure of riding in. How can he possibly get enthusiastic over a product that he knows absolutely nothing about except the name? He can't do it. He is an announcer, a reader of words and nothing more.

But the radio salesman goes to the factory where the product is manufactured. He speaks with the salesmen; he interviews the workmen; he consults the officials; he studies the competitor's product;

Tony Wons

and he works up some enthusiasm, some faith in the articles he is going to sell over the radio. He fills every pore of his system, every convolution of his brain with facts and pointers and human interest sales material. Then he uses his imagination, and asks himself: "How can I convince my listeners? How can I pass to them the enthusiasm and faith which I have in this produce?"

Elocution Comes Last

LAST OF ALL and not first as some think he cultivates a pleasing voice. Without enthusiasm and without faith and without imagination he cannot sell over the radio no matter how many elocution lessons he has had, nor how many words he can pronounce correctly. And when he has done these things he stands up to the microphone and *talks* to, not shouts at, the listeners. He does not visualize an audience. Not at all. He imagines one man, one woman, or a family at home, and he has an intimate talk with them over the breakfast table, or in the sitting room, or out on the porch steps.

It is appalling the amount of worry, time and energy that advertisers will put into the proposition of picking radio acts, and then how carelessly they will throw in announcers and radio sales copy writers. Often they are young fellows barely out of high school. But, the opinion seems to be, they are good enough for the "plug." Anybody out of school can read and write English.

And so it happens that when the artists pile up a huge radio audience and everything is set for the big part of the program—the radio salesman — somebody who never sold as much as a shoestring steps up and bleats out a lot of words. Fortunately for the listeners they don't have to listen to him, and they do not. The all-wise engineers who invented the radio receiving set took care of that by putting a convenient knob on the board. And is that knob used? It is the most overworked knob on the whole board.

When the crooner has crooned his prettiest, and the fiddler has fiddled his sweetest, and the poet has gushed his loveliest, then the dials begin to click, for the program is over. But I say it has just started, so far as the advertiser is concerned, for then comes the radio salesman. If radio listeners write in and say that they like his part of the program just as well as that of the performers, then he is putting over his stuff.

Blame Not Restricted

FREE SAMPLE offers are no measuring stick to judge the salesman's ability. There are always plenty of sample seekers who will write in but who never intend to buy. I know some who make it a business to send for every sample that is offered. They will go to any lengths to get something free, and will even listen to an announcer's long discourse.

Now let me soften my remarks about announcers by saying that the poor fellows are not entirely to blame. Some of the sales copy written for radio reads like the multiplication table and is about as inspiring. There is no chance for anybody to get enthusiastic about it. The announcer, even though he would like to be a real salesman, must read the copy to the last comma mark and take all the uncomplimentary remarks from radio listeners, such as "that terrible, dry, advertising stuff."

The announcer can't change a word without the great almighty copy writer reporting it to the boss. Often he would do better to throw the copy into the waste-paper basket and launch out on his own, but he can't do it. His job is in jeopardy if he tries to do it. If he feels like pouring out some ideas that surge up in him and that he thinks will register with the one he is talking to over the air, he must silently smother the urge and confine himself to the words, words, words, that are written for him to say by someone who never stepped up to a microphone and hasn't the feeling for it. I understand the problem of the announcers. I have worked with them for over eight years.

Commensurate Salary

SO AGAIN I say that if I were buying radio programs I would demand good acts, yes, but I would also demand a radio salesman, and I would shave off some dollars from the crooner's big salary and give them to the man who can put over my line. I would hold an audition for salesmen, considering it more important than the performer audition, and I would say to the prospective salesman: "Here is a lamp shade, or a bottle of pickles, or a bottle of hair oil. Now you take this sample home. Use it. Study it. See what our competitors have too. Then I will ask some strangers into the studio, and they will sit there and listen to you while you sell them those pickles or that lamp-shade or hair oil, and if they exclaim, those pickles make my mouth water—that lamp shade is the berries—that hair oil is the smoothest thing I ever heard of'; if they say that, you are hired at a salary that would make a fiddler or a poem reader or a crooner envious."

Neff Named By Club

WALTER J. NEFF, assistant sales director of WOR, Newark, has been named chairman of the Radio Group, a division of the Advertising Club of New York, by Grover A. Whalen, president of the club. Mr. Neff will hold roundtable conferences with important representatives of the broadcasting industry and advertising agencies.

Newspaper Ownership and Control of Radio Stations . . .

(Copyright 1932 by Broadcasting Publications, Inc.)

ARIZONA

KTAR, Phoenix—Owned by Phoenix Republic and Gazette.
KPJM, Prescott—Affiliated (corporate) with Prescott Journal-Miner.

ARKANSAS

KARK, Little Rock—Affiliated (corporate) with The Arkansas Farmer (weekly).
KCMC, Texarkana—Owned by The Texarkana Gazette and News, Texarkana, Arkansas-Texas.

CALIFORNIA

KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store) operated under lease by National Broadcasting Co.
KLX, Oakland—Owned and operated by Oakland Tribune.
KFBK, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).
KMJ, Fresno—Owned by Fresno Bee (McClatchy newspapers).
KREG, Santa Ana—Affiliated (corporate) with and operated by Santa Ana Register.
KWG, Stockton—Owned by the McClatchy newspapers (Sacramento Bee).
KERN, Bakersfield—Owned by McClatchy newspapers (Fresno Bee).

DELAWARE

WILM and WDEL, Wilmington—Affiliated (corporate) with Lancaster (Pa.) New Era and Intelligencer-Journal.

FLORIDA

WFLA-WSUN, Clearwater — Affiliated (corporate) with Clearwater Sun.
WDAE, Tampa—Owned by Tampa Times.

GEORGIA

WSB, Atlanta—Owned by Atlanta Journal.

ILLINOIS

WGN, Chicago—Owned by Chicago Tribune.
KYW, Chicago—Operated by Chicago Herald & Examiner (Hearst) (under lease from Westinghouse Co.)
WAAF, Chicago—Owned by Chicago Daily Drovers Journal.
WGES, Chicago—Owned by The Oak Leaves, Oak Park, Ill.
WLS, Chicago—Owned by The Prairie Farmer.
WMAQ, Chicago—Owned jointly by Chicago Daily News and National Broadcasting Co. (50 per cent each) and operated and managed by NBC.
WHBF, Rock Island—Owned by Rock Island Argus.

INDIANA

WSBT, South Bend—Owned by South Bend Tribune.
WFAM, South Bend—Owned by South Bend Tribune.
WTRC, Elkhart—Owned by The Elkhart Daily Truth.

IOWA

KSCJ, Sioux City—Owned by Sioux City Journal.
KSO, Des Moines—Owned and operated by Des Moines Register & Tribune.
WIAS, Ottumwa — Owned by Des Moines Register & Tribune.
KWCR, Cedar Rapids—Owned by Des Moines Register & Tribune.

KANSAS

WIBW, Topeka—Owned by Capper Publications-Topeka Capital.
KFH, Wichita—Owned by Wichita Eagle and Hotel Lassen.
KGGF, Coffeyville—Controlled by Coffeyville Journal.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.

MICHIGAN

WWJ, Detroit — Owned by Detroit News.
WELL, Battle Creek—Owned by Battle Creek Enquirer-News.
WBEO, Marquette—Owned by Marquette Mining Journal.

MISSISSIPPI

WQBC, Vicksburg—Owned by Vicksburg Herald and Post.

MINNESOTA

WEBC, Duluth-Superior—Affiliated (corporate) with The Superior Telegram.

MISSOURI

WDAF, Kansas City—Owned by Kansas City Star.
KSD, St. Louis—Owned by St. Louis Post Dispatch.

NEBRASKA

WJAG, Norfolk—Owned by Norfolk Daily News.

NEVADA

KOH, Reno—Owned by the McClatchy Newspapers of California.

NEW MEXICO

KOB, Albuquerque—Operated under lease by Albuquerque Journal.

NEW YORK

WINS, New York City—Owned by American Radio News Corp. (Hearst), (New York American and Journal).
WEVD, New York—Affiliated (corporate) with The Jewish Daily Forward.
WBEN, Buffalo — Owned by Buffalo News.
WOKO, Albany—Affiliated (corporate) with Albany Knickerbocker Press and News (Gannett).
WHEC, Rochester—Owned by The Rochester Democrat & Chronicle and Times-Union (Gannett).
WESG, Elmira-Ithaca—Operated under lease by Elmira Star-Gazette (Gannett).

NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.
WSJS, Winston-Salem — Owned by Winston-Salem Journal and Twin City Sentinel.

OHIO

WHK, Cleveland—Affiliated (corporate with The Cleveland Plain Dealer.
WAIU, Columbus—Affiliated (corporate) with The Cleveland Plain Dealer.
WFBE, Cincinnati—Operated under lease by Cincinnati Post (Scripps-Howard).

OKLAHOMA

WKY, Oklahoma City — Owned by Oklahoma Daily Oklahoman and Times.
KCRC, Enid—Owned by Enid News and Eagle.

OREGON

KGW, Portland—Owned by Portland Oregonian.
KOIN, Portland—Owned by Portland Oregon Journal.
KALE, Portland—Owned by The Portland Oregon Journal.

PENNSYLVANIA

WHAT, Philadelphia—Owned by Public Ledger Co.
WCAE, Pittsburgh—Owned by Pittsburgh Sun Telegraph (Hearst).
WWSW, Pittsburgh—Affiliated (corporate) with Pittsburgh Post-Gazette (Paul Block).
WSAN, Allentown—Owned by Allentown Call.
WQAN, Scranton—Owned by Scranton Times.
WHP, Harrisburg—Owned by Harrisburg Telegraph.
WGAL, Lancaster—Owned by Lancaster Intelligencer-Journal and New Era.
WORK, York—Affiliated (corporate) with Lancaster New Era and Intelligencer-Journal.
WJEQ, Williamsport—Owned by Williamsport Sun-Gazette.

SOUTH CAROLINA

WFBC, Greenville — Owned by the Greenville News-Piedmont.

TENNESSEE

WMC, Memphis—Owned by Memphis Commercial Appeal.
WTJS, Jackson—Owned by Jackson Sun.

TEXAS

WFAA, Dallas — Owned by Dallas News and Journal.
WBAP, Fort Worth—Owned by Fort Worth Record-Telegram and Star-Telegram.
KRLD, Dallas — Owned by Dallas Times-Herald.
KPRC, Houston—Owned by Houston Post-Dispatch.
KFUL, Galveston—Owned by Galveston News and Tribune.
KWWG, Brownsville — Operated by Brownsville Herald; owned by City of Brownsville.

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record.

VIRGINIA

WJSV, Alexandria—Owned by Independent Publishing Co., publishers, The Fellowship Forum; operated under lease by Columbia Broadcasting System.
WDBJ, Roanoke—Owned by Roanoke Times and World News.
WTAR, Norfolk—Owned by Norfolk Ledger-Dispatch.

WEST VIRGINIA

WHIS, Bluefield—Owned by Bluefield Daily Telegraph.
WSAZ, Huntington—Owned by the Huntington Advertiser and Herald-Dispatch.
WOBU, Charleston—Owned by the Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee—Owned by Milwaukee Journal.
WISN, Milwaukee—Owned by The American Radio News Corp., (Milwaukee Sentinel and Wisconsin News).
WIBA, Madison — Owned jointly by Madison Capital Times and Wisconsin State Journal.
WEBC, Superior-Duluth — Affiliated (corporate) with Superior Telegram.
WCLO, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.
WRJN, Racine — Owned by Racine Journal-Times.
WHBL, Sheboygan—Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.
KGMB, Honolulu—Affiliated (corporate) with Honolulu Star-Bulletin.

CANADA

CHNS, Halifax, N. S.—Owned by Halifax Herald and Halifax Mail.
CKAC, Montreal, Que.—Owned by Montreal La Presse.
CKLP, Montreal—Owned by Montreal La Patrie.
CKCI, Quebec City—Owned by Quebec La Soleil.
CFCA, Toronto, Ont.—Owned by Toronto Star.
CHCS, Hamilton, Ont.—Owned by Hamilton Spectator.
CJGC, London, Ont.—Owned by London Free Press.
CKCK, Regina, Sask.—Owned by Regina Leader-Post.
CFAC, Calgary, Alta.—Owned by Calgary Herald.
CJCJ, Calgary, Alta.—Owned by Calgary Albertan.
CJCA, Edmonton, Alta.—Owned by Edmonton Journal.
CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.
CFJC, Kamloops, B. C.—Owned by The Kamloops Sentinel.

CUBA

CMCX, Marianao — Owned by El Mundo.

MEXICO

XEX, Mexico City—Owned by Mexico City Excelsior.

112 Newspaper-Radio Stations . . .

By MARTIN CODEL

SO MANY requests have been made for our previously published lists of newspaper-owned and affiliated broadcasting stations, and so many changes have occurred in that list since it was last published last summer, that it has been revised and brought up to date as of Dec. 1, 1932. This data has been compiled with painstaking care over a period of about two years, being unavailable from official sources because most newspaper-radio stations are incorporated separately and the licenses are issued to corporations whose stock ownership is not necessarily listed with the Radio Commission.

This list is believed to be the most complete compilation of newspaper-owned or corporately affiliated radio stations ever made available. It is possible that there have been a few omissions due to obscure corporate affiliations, and perhaps an occasional error due to the ever-changing status of corporations operating radio stations. It is well known that the movement toward newspaper ownership, control or corporate affiliation has been gaining impetus in the last year or two—due probably to the "favorable" publicity radio has been getting as a business and news adjunct of newspapers in the incessant battle being waged against radio by certain press interests.

It will be noted that this list, unlike the others previously car-

(*Continued on page 30*)

Entente Cordiale: Radio, Press, Billboards

By JACK STEWART
Director, WFBR, Baltimore

WFBR Pleased With Cooperative Advertising Results; Publicity on Programs Sells Products and Time

HOW RECIPROCAL advertising has been worked out by one station with other advertising media to their mutual benefit is here told convincingly by the author. The station has arranged with the local Hearst newspaper and the leading billboard company for a free exchange of advertising. The scheme has served not only to build up a constantly growing audience for the station, but it has also lured more sponsors because of the additional publicity given its programs. And the newspaper boasts increased circulation as a result of the tie-up.

ALMOST from its beginning WFBR, Baltimore, has realized the assistance that can be given broadcasting by other advertising media. Every opportunity for aid and publicity was seized upon by the management, and results of these ventures were checked and found highly satisfying. But unfortunately no regular scheduled program of station advertising could be followed.

It was not until several months ago that the management was able to put into effect a plan which it had had in mind for several years, a plan to test exhaustively its theories on the help that can be afforded a radio station by other fields of advertising. At that time an affiliation was consummated with the BALTIMORE NEWS & SUNDAY AMERICAN and with the Morton Outdoor Advertising Company.

Mutual Recognition

THE NEWSPAPER had been experimenting in the radio medium and, finding it profitable, it was easily persuaded to line up with WFBR. Several years ago when faced with a campaign to outlaw billboards from the streets of Baltimore and the highways of Maryland, the Morton Outdoor Company used WFBR's facilities to counteract the anti-billboard propaganda. Because of the powerful part played by WFBR to defeat this attempt to legislate against billboards, the Morton group was likewise glad to cooperate with WFBR.

The newspaper presents each week day at 7.45 a.m. and at 5.15 p.m. "Hearst Metrotone News Globe Trotter", an intensely interesting program giving listeners the latest news flashes from all parts of the world. In addition, a news reel, "The Globe Trotter", is shown on the screens of the leading downtown theatres and at over 50 neighborhood moving picture houses as a presentation of the newspaper and the radio station.

WFBR uses its billboards which are located in all parts of the city, for one purpose: to keep constantly in the minds of Baltimore listeners the fact that WFBR is offering from 7 a.m. to 1 a.m. what it believes to be the finest programs heard in Baltimore. Prospective advertisers who might be interested in radio are constantly reminded of the splendid opportunity offered them over WFBR.

The newspaper tie-up is much more complex. A determined and ceaseless effort is made to accomplish three definite ends. The first, which is the most important because the other two depend so heavily upon it and which is also sought after constantly through billboards, is to convince the listening audience in Baltimore that WFBR is the city's outstanding radio station and the one whose broadcasts will give them the maximum of pleasure and entertainment. No broad sweeping statements, so frequently resorted to in other instances, are employed. Listeners are simply told of the outstanding broadcasts, services, et cetera. They are made to feel that WFBR wants to give them the finest programs it can produce and that it strives honestly and sincerely to meet the desire of every popular demand.

Secondly these advertisements attempt to sell the programs of WFBR's current advertisers to the public. No attempt is made to sell his product, simply his program. We realize that NBC's and our own production departments have done "a good job" on every program that goes on the air and that if a large audience hears these programs sales for the advertiser will result. In the advertisements listeners are told as cleverly and as briefly as possible of the talent, time, and other salient facts, and each advertisement carries an atmosphere as similar to the program as possible. Often the background of the radio program is portrayed by illustrations in the newspaper copy in an effort to help the radio audience to visualize the broadcast. Closer cooperation between the station and its advertisers results from this act of assistance by WFBR.

TUESDAY
September 13th
1270
WFBR
BEN BERNIE The Old Maestro... AND ALL THE LADS
Return to their Baltimore Friends
Through a Different Channel
Ben Bernie and all the lads return to Baltimore through a new channel, 1270 kilocycles, so help us. And that's WFBR...good ol' WFBR. If we seem prideful fo'give us, fo'give us.
'The Old Maestro' saying, "Greetings and salutations, ladies and gentlemen,' will be audible over WFBR for the first time at precisely 8 of the clock on Tuesday night...good ol' Alma Malta night. Fo give us once mo' for being specific, but it's Chewsday, September 13th. Yowza, yowza. How about all youse guys and gals bein' there?
500 WATTS
WFBR
1270 KILOCYCLES
MEMBER OF THE N. B. C.—WEAF BASIC NETWORK

ONE OF SERIES of WFBR weekly full page ads in local newspapers having doubled-edged purpose of merchandising programs to audience and station to advertisers.

Sells More Radio Time

THIRDLY and finally, the advertisements sell the station and its facilities to prospective advertisers. It will be noticed that sales of time on the air would result from the attempt to attain the first two objectives if no other attempt was made along this line. WFBR by selling its programs to the listeners would be worthy of the notice of all radio advertisers. Advertisers know the value of this listener campaign and come to WFBR to realize the effect of it. Besides they see how present advertisers are helped through the newspaper that each of them reads and they desire to share in this as well.

In direct sales attempts, which fall under the third head, great care has been taken. Only facts that can be easily and conclusively proved are presented. Facts on physcial equipment, production department, artists service, announcing staff, service area, popularity surveys, make friends while sweeping generalities, hard to prove and very rarely believed, make clients for competitors. The steady parade of present distinctive advertisers in advertisements is a constant reminder that on WFBR the prospect will find good company. Other than this sales are distinctly up to the sales department.

Sales have been traced definitely to these advertisements, which makes them decidedly worthwhile without any consideration of the good will they have created. Favorable comments have been received from every type of individual and organization.

On the other side of the picture our associate, the BALTIMORE NEWS & SUNDAY AMERICAN reports increased circulation and many other accomplishments so earnestly desired by the newspaper. We are glad to say that here in Baltimore at least one newspaper and one radio station work hand in hand and are real good friends.

Telegraph Lines to Serve Radio Nets

Wire Development May Provide New Broadcast Service At Rates Cheaper Than Those of A. T. & T.

THAT EXPANDING broadcasting services need not be wholly dependent upon the American Telephone & Telegraph Co. and its local subsidiaries for all regional network hookups and remote control lines, has been made manifest by the entrance or proposed entrance of Postal Telegraph and Western Union into the radio wire line field with rates substantially below those of the A. T. & T.

While full details of the scope of the services and rate schedules are still lacking, it is known that Postal is already providing at least one broadcasting service in the southwest, and that Western Union, through possible use of a new patent said to render telegraph wires suitable for telephone use, has discussed leasing some of its lines in connection with new network and remote control projects.

This new feature of the wire line situation does not presage a "war" between the telegraph companies and the telephone company for radio business. It is rather a result of the effort of broadcasting interests to find new lines of connection in order to cut the high cost of telephone circuits. No plans whatever are under foot for turning over national network line hookups to the telegraph companies; indeed, unless revolutionary new patent devices actually prove that telegraph wires can all be used effectively for telephone service, such a project would be out of the question.

Postal Has Phone Lines

IT HAPPENS that Postal must maintain telephone services in certain states under its franchises, and in certain parts of the country has actually installed circuits capable of handling telephone service. This is true in California and along the Pacific Coast, between Kansas City, Minneapolis and Duluth, between points in North Carolina and Alabama and between points in Arkansas and Texas.

These wires can also be leased by broadcasters upon request, but Postal officials make it clear that they are not the same type of lines furnished by telephone companies, which furnish standbys and terminal equipment and which engineer radio wires specially in order to provide full tone quality. Postal leases these wires at the regular telephone rate, which is generally about 40 to 60 per cent of the rate charged by the telephone companies for special radio lines.

Though the telegraph people disclaim any purpose of entering into active competition with the A. T. & T. and its local subsidiaries for radio business, the facts that some wires are already being used for broadcast hookups, that new technical devices may make more available, and that the broadcasters are looking to this field for relief from part of the heavy wire charges, promise at least to inject a certain amount of competition into the wire line field for the first time.

A. T. & T. Dominates Field

PRACTICALLY since the beginning of network broadcasting with the advent of NBC in 1926, A. T. & T. has had a virtual monopoly of this service. Its local subsidiaries have also succeeded to the bulk of the remote control station traffic. While no detailed figures are available either at the Interstate Commerce Commission, with which all wire utilities must file their tariffs, or from A. T. & T., from which they have been requested, it has been estimated by the National Association of Broadcasters that from $8,000,000 to $10,000,000 annually is paid into the A. T. & T. and its numerous subsidiaries by the broadcasting industry.

Special types of wires, technically called transposed circuits, are necessary to carry the voice frequencies required in radio for quality transmission. A. T. & T. has had these circuits available because its telephone lines practically encompass the country. Telegraph circuits used by the telegraph companies, however, do not require the same frequency response necessary for voice, and it is understood that at present only isolated portions of the circuits of Postal and Western Union are adaptable for broadcasting, although practically all new lines and those being overhauled are being transposed rather than laid in parallel, to make them responsive to voice and musical frequencies.

Moreover, it is reported reliably that patent rights have been procured by certain interests for an instrument which can be installed at ordinary telegraph circuit terminals to convert the circuit into a transposed line, making it responsive to frequencies covering the range from 50 to 10,000 cycles, or comparable with the regular telephone lines. A transposed line is one in which the wires are twisted, whereas the ordinary telegraph lines not adapted to voice frequencies are laid in parallel.

May Mean New Sysetm

SHOULD this conversion device prove effective, it might eventually throw open practically all of the Postal and Western Union circuits to broadcasting, and mean thousands of dollars in savings to the broadcasting industry, according to competent engineers. It would render unnecessary the stupendous task of remodeling circuits by the telegraph companies to enable them to provide nation-wide service to broadcasting, should that course ultimately be decided upon.

Postal, according to information reaching BROADCASTING, already is leasing lines to the Southwest Broadcasting Co., with headquarters at Fort Worth, Tex., linking eight stations in that area, at rates declared to be far below those of A. T. & T. In the southwest, Postal uses transposed circuits, since the lines originally were installed with the thought of tying in a long-distance public telephone system with its telegraph system. The lease arrangement covers the cost of repeater stations, where necessary, but does not include terminal equipment at the stations. A. T. & T. on the other hand, makes its leases cover the entire service. following the example of public telephone service.

New York State Net

IN CONNECTION with the projected formation of the Empire Broadcasting System, designed to group eight stations in New York state, it is understood that Postal has offered wire line facilities at very considerably below the rate asked by A. T. & T. This proposed state-wide network is being sponsored by Scott Howe Bowen, owner of the transcription and station representation organization bearing his name. Mr. Bowen also is owner of WIBX, Utica, which is contemplated as a link in this network. Other stations mentioned in the project are WOR, Newark; WMCA, New York; WGR, Buffalo; WHEC and WHAM, Rochester; WSYR, Syracuse; WORD, Albany, and WESG, Elmira. This network also could be tied into the Yankee network, covering New England, which maintains a studio in New York, with Mr. Bowen as its national representative.

Relations of stations and networks with A. T. & T. have not been altogether tranquil. Allegations have been made from time to time that A. T. & T. rates are exorbitant, and that the rate structure is not uniform throughout the country. At the NAB convention held in St. Louis last month, a resolution offered by Stanley Hubbard, KSTP, St. Paul, proposing an investigation of the telephone line issue, was adopted. It now lies before the NAB board of directors.

Philip G. Loucks, NAB managing director, described the telephone issue, in an address before the convention, as one in which the broadcasting industry is compelled to buy services in a non-competitive market in which there is no protection against exorbitant rates, and where stations must buy at the price fixed "or close up our business."

Inquiry Through I. C. C.

A NEW ANGLE in the telephone line situation seems to be opening with the disclosure that Horace L. Lohnes, Washington radio attorney, has instituted an investigation in behalf of his station clients to ascertain whether the Interstate Commerce Commission has jurisdiction over A. T. & T. operations to the extent that it may inquire into and fix its rate structure. Mr. Lohnes is a member of the firm of Dow, Crane and Lohnes. Fayette P. Dow, senior partner, is a former legal official of the I. C. C., and Willis Crane is recognized as one of the country's leading I. C. C. practitioners.

MRS. FRANKLIN D. ROOSEVELT—The wife of the President-elect is shown before microphone as she is appearing over an NBC-WEAF network Friday nights for 12 weeks, beginning Dec. 9, in the program sponsored by Pond's Extract Co., New York, (cold cream) handled by J. Walter Thompson Co. She is paid for her appearances, but is devoting the proceeds to charity, half going to the New York State unemployment fund and half to her own charities.

New Chandu Sponsor

IMMEDIATELY upon the expiration of its contract with Los Angeles Soap Co., Dec. 10, Earnshaw-Young, Inc., Los Angeles, signed the Rio Grande Oil Co. as new sponsor of the "Chandu the Magician" series in the west. Starting Dec. 13, the program continued as a five night weekly transcription on various western stations, the radio campaign for the new sponsor being tied up with newspaper and billboard advertising.

Power Increases

SUSTAINING Examiner Hyde, the Radio Commission Dec. 9 approved daylight power increases for WGAR and WHK, Cleveland. WGAR was authorized to use 1 kw. daytime and 500 w. night. WHK was authorized to use 2½ kw. daytime on condition that the grant may be withdrawn should objectionable interference occur. It uses 1 kw. at night.

How Broadcasters Can Promote Stations

By JOHN F. PATT
Vice-President and Manager, WGAR, Cleveland
Chairman, NAB Station Promotion Committee

Tie-ins With Theatres, Hotels and Press Held Beneficial; Value of Trade Papers and Public Service Cited

THIS IS the conclusion of the highly instructive report of the NAB station promotion committee filed but not read at the St. Louis convention. The first part was carried in the December 1 issue of BROADCASTING. In this review Mr. Patt discusses at some length the publicity activities of various stations and suggests that broadcasters might take a tip from theatrical producers in the employment of wide-awake publicity men. Trade publications, he points out, are especially useful in reaching national advertisers and agencies. This article, too, should be made a part of every station executive's clipping library.

LITTLE can be said about the use of paid advertising in magazines, since this committee has found only occasional use made of this type of advertising. There has been a limited use of space in artistic magazines devoted to such subjects as films, music, etc., but no extensive use of space of national-story magazines by individual stations or networks. The World Broadcasting System ran a series of 6 full-page advertisements in FORTUNE devoted to the use of spot broadcasting and to its Western Electric recording process, which can be considered a fine contribution to the development of profitable business for the individual radio station.

I approach the use of billboards with some trepidation because of the extensive use made by WGAR in Cleveland last year of a large number of painted billboards. At the time these were run, our station had a tremendous job in making the public of Cleveland immediately conscious of the existence of a new station, and to acquaint the listeners fully with the call letters, features presented, and the station's position on the dial.

WGAR's Arrangement

A SEMI-TRADE arrangement was made for 30 billboards which were painted in attractive and compelling colors, prominently displaying the call letters of our station, together with such network and local program features as Amos 'n' Andy, Sherlock Holmes, Paul Whiteman, Charles W. Hamp, Little Orphan Annie and others. Four programs were listed on each board and many features such as Amos 'n' Andy, Paul Whiteman, etc., we felt were worthy of duplication on several of the boards. While the use of billboards on a full-paid basis would have been prohibitive in cost, the plan which was worked out between the Central Outdoor Advertising Company and WGAR made it possible, with the beneficial results which accrued. Of course, we cannot point to direct returns in the way of new business, but the institutional value was pronounced.

A recent extensive popularity survey made by the Ohio Bell Telephone Company at the end of the billboard campaign showed WGAR strongly entrenched in second place among the Cleveland stations. This has not been due entirely to the billboard campaign, but also to other extensive advertising done in club, hotel, theatre, symphony and society publications of Greater Cleveland as well. I am a strong believer in the value of all advertising publicity and promotion, either printed or verbal.

WBEN, Buffalo, whose problem was identical with ours in the building of a new station within the past two years, has made excellent use of both street car cards and billboards, as well as its own newspaper for publicity purposes.

WCAH, Columbus, used a full-run of the Columbus street car system, using one-half of the card to advertise the station institutionally, with good use of color display, and the other half of the card to call attention to various local advertising programs.

KMBC's Experience

THE EXPERIENCE of KMBC, Kansas City, on a reciprocal arrangement with the Kansas City Poster Advertising Co., by which that company furnishes the station from 40 to 100 boards of 24-sheet size, is also exceptional. These are offered by the station to clients for the purpose of publicizing the clients' programs on KMBC. The only charge made to the clients is the cost of the paper. The boards are always full, and among the clients who have used this service are White King Soap Flakes for "Chandu," the Kansas City Power and Light Company for "Phenomenon," Kruschen Salts for the program "Between the Book Ends," Kresge for "Friday Varieties," and Wrigley's for the "Lone Wolf Club."

Other boards are used to call attention to KMBC's place on the dial, with the slogan "Best Programs On the Air from Dawn to Midnight." The management reports that clients are now awaiting their turn for this service.

In the popular KYW "State Street Tomorrow" program campaign, billboards, street car cards and HAROLD-EXAMINER space were all tied in together to advertise this nightly merchants feature on the air, which was popular enough to compete with Amos 'n' Andy for the attention of Chicago listeners.

Several other stations have done notably fine jobs in this type of display promotion, and it is regretable that more stations have not advised this committee of their activities along promotional lines.

It is to be hoped that the newly-instituted NBC and CBS Exchange Promotional Services among a number of stations of the networks will do much to effect an interchange of ideas among the 600 odd broadcasting stations of the country.

A good deal of so-called specialty advertising has been done by radio stations for promotional purposes. It is significant that most of the activity in this direction has been done by the smaller stations isolated from the larger marketing areas. Specialties used are too numerous to itemize fully, but they have included almost everything in the novelty line from balloons to blotters, and from toy microphones to memorandum pads.

Publicity Activities

THIS IS a fairly inexpensive way of reminding potential advertisers of the existence and desirability of the station, but generally they fail to impress the recipient of these favors with the serious intent of the broadcasting industry. This report does not intend to discourage the use of this media of promotion, but it is the sense of this committee that any expenditures for such advertising should supplement a more concentrated and specialized use of the more serious media.

Publicity activities of the broadcasting station are essential elements of a well-rounded promotional campaign, and the station which does not employ someone or some department, part time or full time, to create and prepare publicity "breaks" is allowing his competitor needlessly to assume the limelight. Supplementing the publicity released by the two networks to radio editors throughout the country, there is much which can be done by stations to publicize their own programs in the radio columns of newspapers.

The Local Problem

EACH STATION perhaps has a different local problem to deal with in this regard. Some stations find it difficult or impossible to interest local newspapers with program publicity, due to an iron-clad policy by the newspaper against printing news about radio. Where this is the case, there is a definite selling job to be done by the radio station because there are countless arguments in favor of the newspaper's use of radio news for reader-interest purposes.

An important example of the change of policy on the part of newspapers along this line has been the recent decision of the CHICAGO TRIBUNE to print news and programs of all Chicago broadcasters, on the conclusion that radio is primary news to a majority of newspaper subscribers. Many newspapers abolished all reference to radio broadcasting following the A. N. P. A. convention of 1931, but a survey of the field reveals that most of the newspapers after establishing a policy of barring all radio programs and publicity have reversed that decision and are now featuring broadcasting stories prominently.

Tips From Theaters

RADIO STATION managers can here take a tip from the fine publicity job which has been done in the theatrical industry and employ a first-class, full-time publicity man wherever possible to work up ideas and sell those ideas in the form of stories and art work to the local newspapers. News of programs and artists assumes importance second only to the first page, or at least on a par with sports and movie pages.

There have been many notable examples of tie-ins between theaters, hotels, newspapers and radio stations, together occasionally with commercial advertisers, in the promotion of a publicity campaign which has been beneficial to all. The DETROIT TIMES-Publix Theaters-WJR joint campaigns for community funds, benefit drives, political rallies, and other promotional features have been an outstanding example of the results accruing to all three interests and for the eventual benefit of the public. Oddly enough, most of these outstanding successful "tie-ups" have been at the instigation of the news-

(*Continued on page 26*)

Commission Reviews a Year's Work

Report to Congress Notes Progress in Administrative, Technical and Judicial Fields During 1932

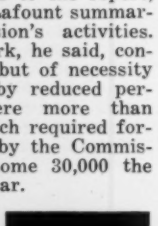
Mr. Lafount

WITHOUT a single recommendation for new legislation, the Radio Commission on Dec. 5 submitted to Congress its sixth annual report covering the fiscal year 1932, which ended June 30. A simple chronology of the Commission's activity during the 12 months, the report covers administrative, technical and judicial developments in all branches of radio but not program or entertainment activities.

Submitted to the Lame Duck session of Congress, the report bore the signature of Harold A. Lafount, acting chairman. The present Congress expires March 4 and will be so occupied with urgent relief and revenue legislation that radio is not likely to receive serious consideration, except for possible amendment of the copyright law. Congress still has before it recommendations urging drastic revision of the Radio Act of 1927, submitted by the Commission just a year ago, but these are expected to die with the adjournment of this legislature.

Work Increases

IN HIS PREFACE to the report, Acting Chairman Lafount summarized the commission's activities. The volume of work, he said, continues to increase but of necessity must be handled by reduced personnel. There were more than 40,000 matters which required formal consideration by the Commission, as against some 30,000 the preceding fiscal year.



Mr. Baldwin

Changes in Commission procedure, effected under the Rules and Regulations which became operative Feb. 1, have resulted in vastly improving the conduct of hearings before examiners, Mr. Lafount said. Greater safeguards to the interests of all parties are provided, and issues are more clearly defined. Generally speaking, he declared, the cases which came to hearing during the last year were more complex, involved more issues and entailed more extensive technical testimony than cases heard during the preceding fiscal year.

"These factors," the acting chairman continued, "have enabled the Commission to render more accurate decisions, which in practically all instances have been upheld by the courts on appeal.

"Progress has been made in the matter of so grouping applications as to permit the hearing of those involving common issues at the same time and place, thus saving to applicants or licensees much of the expense incident to repeated trips to Washington for the purpose of participating in hearings. Also, the practice of taking depositions in different parts of the country of witnesses unable to appear in Washington, or when the expense involved in bringing witnesses to Washington is out of proportion to the importance of the case, has been extended and has proven a decided benefit to a licensee who, in the position of a respondent in the matter of an application for his facilities, is not required to go to such great expense in defending his right to the facilities which he has, as formerly. These, the outstanding forward steps in the matter of hearings, have resulted in more expeditious handling of cases before both the examiners and the commission."

Cost of Regulation

IT COST Uncle Same $454,197 during the 1932 fiscal year to sustain the Commission, according to the report of James W. Baldwin, Commission secretary. The Commission held 177 formal meetings and sat en banc to hear 18 cases. It granted 40,218 applications, denied 260 and dismissed 235. During the year 252 docket cases were considered, of which 76 were granted, 24 were granted in part, 142 were denied and 10 were withdrawn.

12 Stations Deleted

THE BROADCAST section of the license division received 2,519 applications during the year, as compared with 3,784 the preceding year, it is shown in the report of William P. Massing, division chief. He attributed the decrease in large measure to the lengthening of the license period from three to six months on April 16, 1931.

Twelve stations were deleted during the year, as compared with 13 in the previous year. Two stations were consolidated and eight new stations were authorized, making a total of 606 authorized stations on June 30, 1932, as against 612 on the corresponding date in 1931.

During the fiscal year 13 new experimental television stations were authorized, as against three deletions, so that at the end of the period 31 such stations held licenses. A score of temporary broadcast pick-up stations were authorized and five were deleted, leaving the total at 21.

A sharp increase in the work

(*Continued on page 24*)

AN APPRAISAL OF TELEVISION

Progress Noted But Numerous Obstacles Still Exist, Radio Commission Tells Congress

FOLLOWING is the Radio Commission's appraisal of the status of television, as contained in its annual report to Congress covering the fiscal year 1932, which ended June 30:

"While no startling inventions have come to light in television during the past year, the progress that has been made has been marked by a steady improvement in the detail of pictures transmitted. This improvement has been made possible through increased attention to technical details in the optical pick-up system, in the photo-electric cell and amplifying systems, and in the actual modulation of the radio waves emitted. This development has in a general way paralleled the progress that was made in the early stages of sound broadcasting.

"Much attention has been given to the part of the spectrum in which television emissions will best fit. Although there are at the present time four 100-kilocycle bands between 2,000 and 3,000 kilocycles assigned to television, it has been evident for a considerable time that this space is not sufficient to meet the requirements of this new and growing art to furnish entertainment to the public. The experimenters have turned to the unexplored regions above 30,000 kilocycles. The work at these frequencies has shown signs of real promise as a future locus for this service, and the Federal Radio Commission has assigned wide frequency bands in this region for experimental work in television. Proposals have been received by the commission from the industry to increase the space in this band in order to protect the future of television.

"Although considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained 'look-in' interest. Such programs fall far short of what the public has been led to expect in the way of entertainment, considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

Long-Wave Parley Plans Await Sykes

WITH the American delegation to the International Radio Conference at Madrid due to return to this country just before Christmas, preliminary plans are being made for holding a North American conference for redistribution of wave lengths and possibly widening the broadcast band into the long waves. The conference will be held in consequence of the convention's approval of reservations for regional agreements on widening of the band below 550 kc.

It is understood that an informal invitation to hold the conference in Mexico City, probably next April, was extended to all North American countries by the Mexican delegates at Madrid. Havana and Washington also have been suggested for the meeting.

Should the preliminary discussions consume more time than anticipated, the conference may be deferred until summer. This country's marine and government interests, which vigorously opposed all proposals to open the long waves for broadcasting, are expected to confer with representatives of broadcasters, through the NAB, and with State Department and Radio Commission officials, prior to the drafting of final plans for the conference. Until Judge E. O. Sykes, chairman of the American Madrid delegation, returns to Washington, no definite arrangements will be made.

Judge Sykes and the delegation are expected to arrive in New York Dec. 22 on the S.S. Manhattan, the Madrid Conference having come to a formal close Dec. 9.

NBC Stages Auditions For Four New Clients; One Two-Hour Feature

AT LEAST four new accounts were being auditioned by NBC in New York during the last fortnight, one of them being reported as a two-hour variety program to be featured Saturday nights for an unnamed client. Walter O'Keefe, who left the Lucky Strike Hour Dec. 12 and was succeeded by Howard Claney, doing strictly straight announcing instead of carrying on the "Magic Carpet" theme, is being considered for master of ceremonies.

Best Foods, New York, is reported considering George Olsen's orchestra and Ethel Shutta for a new program to be called "Musical Groceries" to replace the Scrappy Lambert-Billy Hill program which has just expired. William Gaxton and Victor Moore have been auditioned for the program.

The Molle Co., Bedford, O., (Molle shaving cream) has been auditioning various musical programs for an NBC account, including The Revellers and Frank Black's orchestra.

Runkel Brothers, Inc., New York, (cocoa) has been auditioning a dramatic script about life in the Northwest, and B. A. Rolfe, Inc., New York, has been auditioning a script called "Track Around the World."

Navy Uses Waves In Broadcast Band, Bulletin Discloses

Aircraft Service May Cause "Unidentified" Interference

DISCLOSURE that the military and naval services have been authorized to use frequencies in the broadcast band and that the Navy, at least, is using them for aircraft communications, which may be responsible for some of the "unidentified" interference with broadcasting is made in a current bulletin of the Naval Communications Service.

The bulletin states that many naval planes are assigned frequencies in the band from 550-1500 kc. but that efforts are made to avoid interference. Inquiries by BROADCASTING in official sources brought out the information that there exists a confidential executive order issued by the President authorizing the Army and Navy to use frequencies in the broadcast band for particular types of services under certain conditions.

Interference Reported

AT THE RADIO COMMISSION it was learned that "spasmodic interference" which has never been identified has been detected by radio inspectors and reported by stations. Significantly, this unidentified interference has been experienced largely in the more congested radio areas, like Los Angeles, New York and Philadelphia. In each of these localities the Navy maintains major aviation bases.

Because of the strictly confidential nature of the executive order, the exact frequencies that are used for military services in the broadcast band have not been ascertained. Indications are, however, that they are being used not only for aviation communication but by mobile land stations of the Army. The order is understood to be a "carryover" from wartime, since the equipment being used is said to be capable of operating in the intermediate bands only, and no funds have been available to replace them.

Conditional Assignments

THE BULLETIN stated:

"Many Naval planes are assigned frequencies in the broadcasting band 550-1500 kcs. When these planes operate near the coast, and in the vicinity of broadcasting stations, interference to both planes and broadcast listeners may result unless care is taken. These frequencies are assigned to naval aircraft on condition that they cause no interference to other services, and when naval planes are in a locality where such interference is probable, temporary frequency shifts are made to avoid interference until the planes have moved to another locality where their regularly assigned frequencies may be used without causing interference."

In addition to the confidential executive order, a non-confidential order, bearing date of June 6, 1932, assigns certain frequencies in the broadcast band for use of Army and Navy stations in Alaska, the Philippines and the Canal Zone, with limited power. These stations, however, are so far removed from continental United States that there is little danger of interference. In addition 690 kc., in the middle of the broadcast band, is assigned as a Navy exclusive channel being used by NAA, Navy radio station at Arlington.

"Tarzan" Series Tests Produce 93,000 Letters In First Eight Weeks

ALTHOUGH the program has been on the air for only a short time, the radio dramatization of Edgar Rice Burroughs' "Tarzan" stories by the World Broadcasting System for the Fould's Milling Company of Chicago (macaroni, spaghetti and noodles), a unit of the Grocery Store Products Co., Inc., is reported to be producing excellent results.

A test period of eight weeks over WBBM, Chicago, and CKOK, Windsor-Detroit, consisting of 15 minutes each evening, Monday through Friday, has produced 93,000 package ends sent in by listeners in response to an offer of plaster of paris statuettes of various characters in the "Tarzan" series.

The program has been extended to five additional large stations in the middle west, and the returns have been so satisfactory that this same program will be utilized in the east for the promotion of another one of the Grocery Store Products' lines, "Toddy," chocolate and malt food drink.

The Fould's Milling Company has made an intimate tie-in with dealers through cut-outs, counter cards, window streamers, and advertisements in local papers. In Detroit, during eleven weeks, 902 new dealers stocked Fould's products. At the turn of the year, the company expects to increase the number of stations broadcasting "Tarzan" so that all territory parallelling its channels of distribution will be closely tied-in with the broadcasts.

Very effective realism has been achieved in the Hollywood studios of the World Broadcasting System, where the "Tarzan" transcriptions were produced. James H. Pierce, stalwart screen actor, has the title role, while Joan Burroughs, the author's daughter, is impersonating the heroine.

Bar Reappoints

REAPPOINTMENT of Louis G. Caldwell, Washington attorney, as chairman of the committee on communications of the American Bar Association, was announced Dec. 7. Simultaneously, President Clarence E. Martin reappointed as committee members John W. Guider, Washington, and Judge John C. Kendall, Portland, Ore. New committee members are Calvin W. Rawlings, Salt Lake City, and Walter A. Lybrand, Oklahoma City. Mr. Caldwell, former general counsel of the Radio Commission, has been chairman of the committee since its creation in 1928.

NEW LAPEL MIKE — Adrian Rousseau, school teacher, is shown wearing the new two-inch, two-button lapel microphone being introduced by Universal Microphone Co., Inglewood, Cal. The makers claim it eliminates all noises in the loud speaker when the cord is moved by using special binding screws. Satin bakelite finish makes it inconspicuous when worn.

Bellows Is Transferred To Washington for CBS

OCCASIONED by the increased activities of CBS in Washington since its recent asquisition of WJSV, Alexandria, Va., New York headquarters has transferred Henry A. Bellows to Washington. Mr. Bellows, former Federal Radio Commissioner and now a CBS vice president and director of its WCCO, Minneapolis, will work with Harry C. Butcher, director of the Washington office for the last three years. Mr. Butcher will continue as contact man with the Radio Commission and will manage WJSV.

Mr. Bellows remains at the head of WCCO and will spend part of his time in Minneapolis. As legislative chairman of the NAB, he has frequently appeared before Congressional committees, and his contacts with official Washington both in that capacity and as radio commissioner are wide. A Harvard graduate of 1906, Mr. Bellows also taught English at Harvard and was an undergraduate friend of President-elect Roosevelt, a 1904 Harvard graduate, while the latter was editor of the college newspaper.

Files in Bankruptcy

THE PERSONAL bankruptcy petition of W. K. (Hello World) Henderson, operator of KWKH and KWEA, Shreveport, La., has been reported to the Radio Commission, and may be made an issue at a hearing involving the KWKH license renewal to be held probably in February. WWL, of Loyola University, New Orleans, which shares the 850 kc. clear channel with KWKH, has applied for full time, and a local insurance company also has applied for the KWKH frequency. The bankruptcy petition in the Birmingham federal court gives liabilities of $1,300,000 and assets of $250,000.

Trade Body Files No Radio Protest

Advertisers Reported Paying Publishers Billion Yearly

DESPITE close scrutiny of broadcasting to ascertain whether false or misleading advertising is carried in programs, the Federal Trade Commission did not find a solitary case that warranted issuance of a complaint against a broadcast station, advertiser or agency during the last fiscal year, according to the Commission's annual report made public Dec. 12.

As a matter of fact, the Commission has never found it necessary to issue a complaint against a broadcasting station, although a half-dozen cases involving radio have been brought to its attention. All, however, were adjusted by voluntary elimination of the objectionable matter.

The commission's special board of investigation which considers all cases of false and misleading advertising in newspapers, magazines and radio, during the last fiscal year investigated and reported on 406 cases. Of these, 341 were against advertisers, 57 against publishers, and eight against advertising agencies. In 45 cases the advertisers discontinued business, 12 more were forced out by post office fraud orders, three discontinued false and misleading advertising before complaints were made, 42 cases were dismissed for lack of evidence or jurisdiction, 18 were referred to other divisions, 233 were disposed of by stipulation and prosecution was recommended in nine cases. In 44 cases investigations were completed, reported to the commission and await further orders.

Reviewing special procedure in certain types of advertising cases, the commission showed that more than 16,000,000,000 copies of daily, weekly and monthly periodicals are printed and circulated every year—every copy carrying advertising matter intended to induce the readers to buy some article of commerce. Approximately $1,000,000,000 is paid publishers annually by advertisers.

Published in the United States, according to the report, are 2,288 daily newspapers, with a total circulation of 42,110,890; 520 Sunday newspapers with a circulation of 28,206,171; 3,445 weekly and monthly magazines with a circulation of approximately 75,000,000; 12,820 tri-weekly, semi-weekly and weekly newspapers; and 981 fortnightly, semi-monthly, bi-monthly and quarterly publications. Altogether, there are published in this country close to 20,000 daily, weekly and monthly newspapers and magazines with a total circulation of approximately 1,389,000,000 copies a month, or more than 16,000,000,000 a year.

"These publications live on revenue collected from advertisers, and the advertisers live on money collected from the purchasing public," the report states. "In 1930 national advertisers paid $192,327,954 to the publishers of 65 weekly and monthly magazines having a total circulation of 56,492,131. In 1931 they paid them $156,218.419."

XUM

Safeguard of Overquota Areas Seen in WIBO-WPCC Reversal

District Appellate Court Declares Commission Arbitrary Despite Davis Amendment

Mr. Yost

A JUDICIAL interpretation of the Davis amendment to the Radio Act of 1927 that has the effect of protecting broadcasting stations in overquota states was rendered by the Court of Appeals of the District of Columbia in an opinion Dec. 5 reversing the Radio Commission's deletion of WIBO and WPCC, Chicago, in favor of WJKS, Gary, Ind. The Commission's decision, reached last year, was based entirely on the Davis amendment and the quota regulations issued in purported compliance with it. The case was regarded as a test of the Commission's power to shift assignments from overquota to underquota states almost at will under the Davis omendment.

By a 3-to-2 decision, the court held the Commission had been "arbitrary and capricious" in its ruling. In effect, it adopted the recommendation of Chief Examiner Yost, who had urged denial of the WJKS application but who was overruled by the Commission. In a minority opinion, handed down by Justice Groner, and concurred in by Justice Hitz, it was held that the Commission should have been sustained; that the Davis amendment actually "required" the Commission to act as it did, and that the court majority had decided the case on the facts though the Radio Act as amended restricts it to reviews on questions of law only.

Dill Raps Decision

DUE to this conflict within the court, the Commission and the Department of Justice may seek final adjudication through a petition for a writ of certiorari in the U. S. Supreme Court.

In the Senate Dec. 7, Senator Dill, (D.) of Washington, criticized the majority opinion as one which "practically nullifies" the Davis amendment. "It is such a far-fetched interpretation of ordinary language," he said, "that it does not seem possible that a court could have written such a decision; and I sincerely hope the Radio Commission will carry this case to the Supreme Court of the United States." He had both the majority and minority opinions printed in the CONGRESSIONAL RECORD.

WIBO, licensed to the Nelson Bond and Mortgage Co., and WPCC, operated by the North Shore Church, share time on 560 kc., the former with 1 kw. night and 1½ kw. day, and WPCC with 500 watts. The stations were ordered deleted after a hearing, and their facilities were assigned to WJKS, only 30 miles from Chicago. WJKS operates on 1360 kc. with 1 kw. night and 1¼ kw. day, sharing with WGES, Chicago. Indiana is 22 per cent underquota and Illinois is 55 per cent overquota.

Although licensed in the name of the Johnson-Kennedy Radio Corp., WJKS is owned principally by Ralph Atlass, of Chicago. At the protracted hearings before Chief Examiner Yost, and in the court case, the station was represented by Mabel Walker Willebrandt, former Assistant Attorney General. Levi Cooke, Washington, represented WIBO and WPCC and procured a stay order following the Commission's adverse decision, thus permitting the Chicago stations to continue operating.

Decision Significant

SINCE 27 of the states are overquota in varying degrees, the court's reversal of the WIBO-WPCC decision is regarded as particularly significant. Had the Commission been sustained, according to legal opinion, it would have been invested with practically unlimited authority to shift facilities from overquota to underquota states.

The majority opinion was written by Justice Robb and was concurred in by Chief Justice Martin and Justice Van Orsdel, all veteran members of the court. Justices Groner and Hitz were appointed to that bench only last year.

The majority held that the fact that Illinois is overquota and Indiana underquota was not sufficient grounds upon which to wipe out a station like WIBO with a total investment of $346,000 and an estimated worth of between $500,000 and $700,000, nor WPCC. The court did not go into the merits of the property rights question, which had been raised as a paramount issue, dismissing that issue with the statement that it had already held that the business of broadcasting, being a species of interstate commerce, is subject to reasonable regulation by Congress.

Re Davis Amendment

THE QUESTION in the case, therefore, it continued, was whether the decision of the Commission is a "reasonable exercise of regulatory power or an arbitrary and capricious assertion of power." Both stations, it said, have served public interest and therefore there was no question as to service.

The majority emphasized that the Davis amendment does not call for an "exact mathematical equality" of licenses, frequencies, time on the air and station power among the states or zones, but directs the licensing authority to establish and maintain "as nearly as possible," equality among the zones and to make a "fair and equitable allocation of licenses," etc., to each of the states within each zone according to population.

Declaring that an exact mathematical division may be "physically impossible," the court said that Congress evidently recognized that the licensing authority might not be able to establish and maintain such an exact distribution. The opinion stated:

"We have repeatedly held that it would not be consistent with the legislative policy to equalize the comparative broadcasting facilities of the various states or zones by unnecessarily injuring stations already established which are rendering valuable services to their natural areas * * * ."

The Dissenting View

IN HIS DISSENTING opinion, Justice Groner referred to the Shuler case and pointed out that the court held the right to operate a station is "permissive only" and within the regulatory power of Congress. He held further that the Davis amendment is based on the equality of privilege among the several states and is neither arbitrary nor capricious.

"The opinion of this court," said Justice Groner, "entirely ignores the findings of the Commission but relies on those of the examiner, which the Commission expressly overruled. In so doing I think the court is substituting its own conclusions for those of the Commission, and I had assumed that in view of the change in the statute * * * this might not be done—especially since it is not claimed that there was any irregularity in the proceedings or error in the application of the rules of law."

Declaring he felt the Davis amendment "requires" the Commission to grant applications from underquota states, if they serve public interest, Justice Groner said he was not unmindful of the fact that the effect of this is to impose upon the Commission great responsibility and wide powers affecting large investments in property. In no other way, he asserted, can the equalization which Congress has ordered be accomplished. He concluded that since Illinois is overquota and Indiana underquota, the transfer of the facilities from one state to the other would "supply an existing need to the people in Indiana without corresponding loss to the people of Illinois and would carry out the Congressional will."

Brink of Waterfall

HERE'S HOW Urban Johnson, sound effects chief of CBS, simulates those eerie noises in the Fu Manchu mystery stories. With this apparatus, sounds are made of rain falling, wind moaning, footsteps crunching in gravel, an airplane roaring and pistol shots ringing out.

The scene in this case was the brink of a waterfall. The tub at which Helen Earle, Johnson's assistant, is sitting, is the waterfall, the rattans on the motor furnish the wind, the drain-pipe (right) is the plane. The tin can held by Miss Earle pours sand on cellophane to "make rain." Johnson slaps leather with a stick and crunches shoes in a can of breakfast food—making "shots and footsteps."

Post Office Alters Fan Letter Ruling

Mail Forwarded from Station To Net Not First Class

FAN MAIL received by network-affiliated stations may be forwarded to network headquarters, unopened, by express or other similar method without payment of additional first class postage, the Post Office Department has ruled in revising regulations governing the handling of such mail. The ruling is limited to forwarding of fan letters from stations to network headquarters and does not apply to forwarding from network headquarters to the program sponsor, in which instance the department holds the fan mail must carry additional first class postage.

Nearly two years ago the department ruled that fan mail constituted "letters" within the meaning of the postal laws and therefore could be forwarded only upon payment of the first class rate. In April, 1931, NAB requested reconsideration of the ruling to permit the forwarding of mail by express, contending that such communications were not "letters" within the meaning of the law since the messages were addressed to the program sponsor rather than to the station. In his new ruling, Second Assistant Postmaster General Glover stated:

"You ask whether letters received by a broadcasting station for program sponsors, and which are not opened by the station but are merely assembled and counted for notation on the station's records, may be transmitted unopened by express or other similar method to the headquarters of the network with which the station is affiliated.

"In reply, you are advised that these communications may be forwarded outside the mails without the payment of postage from the broadcasting stations to the headquarters of the network, provided they are not opened upon receipt at the stations, as under these conditions they do not have the character of 'letters' within the purview of the private express statutes."

NBC Appoints Black

FRANK BLACK, conductor and composer, has been appointed program director of NBC, succeeding Erno Rapee, who goes to Radio City in a similar capacity. Widely experienced in the musical and radio fields, Mr. Black is responsible for many of the innovations now familiar to radio listeners, including the notable direction of the Revellers.

A NEW broadcasting station has been authorized at Manizales, Colombia, to be operated by Roberto Baena V, with power of 200 watts on 42 meters. Its call is HJ4ABB.

Similar results are the regular experience of WOR advertisers.

The 7th Consecutive Year for

ALFRED W. McCANN
LABORATORIES

TELEPHONE CHELSEA 5252

91 SEVENTH AVENUE
NEW YORK

December 8, 1932

Mr. Alfred J. McCosker, Managing Director
Bamberger Broadcasting Service, Inc.
Newark, New Jersey

My dear Mr. McCosker:

Allow me to congratulate you upon the recent honor conferred upon you as President of the National Association of Broadcasters.

I feel sure that your vast experience in broadcasting and the success of WOR will help you greatly in guiding the destinies of the National Association of Broadcasters.

Our own program is now in the midst of its seventh consecutive season on WOR and has grown with the expansion of WOR. It may interest you to know that many of our sponsors have declared your station more productive of resuls than any other station which they have used.

May I take this occasion, on behalf of my associates of the McCann Pure Food Hour, and the sponsors of our program, to thank you for the excellent service we have received, and to assure you of our desire to be a part of the WOR program for many years to come.

Cordially yours,

ALFRED W. McCANN LABORATORIES, INC.

Alfred W. McCann

AWMc Jr:C

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

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BROADCASTING

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Keep Sawing Wood

CONGRESS, we are told by the radio leaders, won't consider legislation affecting broadcasting, at the current lame duck session, which ends March 4. To the industry—broadcasters, agencies and advertisers alike—that's gratifying news.

But it should be remembered that this is so only because Congress will be so occupied with budget, beer and economy legislation that it won't have the time to take up less urgent matters. The inclination to meddle with broadcasting, incited by professional reformers, wave grabbers and their ilk, is still there. Broadcasting is far too juicy a morsel to be allowed to drift from its ranking position as the All-American political football. In other words, the perennial siege of Congress hasn't been eliminated; it has simply been postponed.

The radio man who has been through the mill knows this. But the majority of the broadcasters, unless they are prodded, will accept the talk of non-interference by Congress as a cue to dally. It is one of the glaring faults of the average broadcaster. He is all too prone to lock the barn after the horse is stolen.

Broadcasters must keep their Congressmen informed of the problems, whether Congress is in session or not. Then Senator Doe and Rep. Roe will know what radio is about when those inevitable bills to limit, restrict, cripple and even wipe out the business of broadcasting—your business—are introduced and lobbied by radio's powerful enemies. It is the legislator's duty to protect his constituents. It is the broadcaster's duty to protect himself.

Sauce for the Goose

IN HIS ORDER banning song plugging, Oswald Schuette seeks to give Tin Pan Alley a taste of its own medicine. But, in our opinion, the dose isn't strong enough.

Here is another suggestion. Why not charge ASCAP members who pester stations with requests to plug this number and restrict that, a 3, 4 and 5 per cent of their "net receipts" from those compositions, plus a "small" sustaining fee, over a three-year contract period?

ASCAP makes the music, and radio makes it popular. If it is fair to charge broadcasters on such a scale for what they earn through only partial use of that music, it most certainly is just for the broadcaster to ask a similar scale for advertising and selling that music for the publisher.

If that isn't so, why do those Tin Pan Alleyites work their plug racket, even to the extent of sometimes slipping "tips" to orchestra maestros and microphone performers?

Common Sense Law

WHETHER it was right on the law or not, the majority of the Court of Appeals applied the yardstick of common sense in reversing the Radio Commission in the WIBO case.

We don't take sides with any of the stations involved. The issue was far broader than the rights of those stations, which served simply as exhibits to test the Commission's power under the Davis amendment. The case involved the Commission's right to snuff out at its will and whim radio stations in which thousands of dollars are invested. A decision sustaining the deletion of WIBO and WPCC, Chicago, in favor of WJKS, Gary, Ind., would have cleared the way for wholesale shifts in stations and facilities in 27 overquota states.

There was no complaint about the service of the Chicago stations. The sole issue was so-called equalization of facilities according to population. The court majority held Congress did not mean that there should be an exact mathematical equality, and cited the phrases "as nearly as possible" and "a fair and equitable allocation" in the Davis amendment. In its decision, however, the Commission elected to construe the language literally. The court majority called that decision "arbitrary and capricious", pointing out, too, that Gary is actually a Chicago suburb, and gets good radio from the overquota Illinois.

Because of the dissenting opinion, a Supreme Court review may be sought. That review should be afforded, to settle the status of the Davis amendment for all time. Justice Groner, dissenting, on the question of property rights, which would have meant the wiping out of a $346,000 investment in WIBO alone, held that when such injury results, it is said to be "damnum absque injuria", which means "injury without a remedy" but which, in this case, would have meant something like "it's too damn bad" had the Commission been upheld.

In the Swim

AS LISTED in our exclusive compilation in this issue, 97 broadcasting stations in the United States, 13 in Canada and one each in Mexico and Cuba are owned by or corporately affiliated with newspapers. Many of the newspapers are among the most important in the country. Other newspapers, large and small, are still trying to get into the radio swim, finding the ranks of the publishers themselves split in the futile attacks on radio. It is not for us to espouse further newspaper ownership of radio, which is a definite trend that will take care of itself, but we repeat what we have so often iterated: that newspapers, cooperating with radio, will find that it can be used to pay them real dividends, not only *per se* but in the form of circulation, lineage and prestige.

The RADIO BOOK SHELF

WHAT SHALL we read to get a good background of radio? This question is often asked of broadcasting officials. A partial answer is provided in the broadcast bibliography leaflet of the Handy Leaflet series periodically issued by NBC. It lists the following books on radio and advertising, which the newcomer to radio would do well to study and which any radio executive would do well to have in home and office libraries:

"Broadcast Advertising, The Fourth Dimension," by Frank A. Arnold. Published 1931 by Wiley & Son.

"New Empires—Newspaper and the Radio," by Karl A. Bickel. Published 1931 by Lippincott.

"Radio and its Future," edited by Martin Codel. Published 1930 by Harper & Bros.

"Radio Writing," by Peter Dixon. Published 1931 by the Century Co.

"Advertising by Radio" (Ronald Press, 1929); "The Story of Radio" (Dial Press, 1927), and "Radio in Advertising" (Harper & Bros., 1931) by Orrin Dunlap, Jr.

"This Advertising Business," by Roy S. Durstine. Published 1928 by Scribners.

"Using Radio in Sales Promotion," by Edgar H. Felix. Published 1927 by the McGraw-Hill Co.

"Tomorrow's Advertisers and Their Advertising Agencies," by G. H. Phelps. Published 1929 by Harper & Bros.

"Radio Industry; As Told by Leaderr of the Industry," a series of Harvard lectures published 1920 by A. W. Shaw Co.

"How to Write for Radio," by Katherine Seymour and J. T. W. Martin. Published 1931 by Longmans, Green Co.

Other Important Books

TO THIS LIST the editors of BROADCASTING would add also the following books on our own bookshelf:

"The Outlook for Television," by Orrin Dunlap, Jr. Published 1932 by Harper & Bros.

"Television," by Edgar Felix. Published 1931 by McGraw Hill Co.

"Symphonic Broadcasts," by Olin Downes. Published 1931 by The Dial Press.

"This Thing Called Broadcasting," by Alfred N. Goldsmith and Austin C. Lescaboura. Published 1930 by Henry Holt & Co.

"Conqueror of Space—The Life of Lee DeForest," by Georgette Carneal. Published 1930 by Horace Liveright.

"The Electric Word," by Paul Schubert. Published 1928 by The Macmillan Co.

"Radio Speech," by Sherman Paxton Lawton. Published 1932 by the Expression Co., Boston.

"Radio and Education, 1931," published by the University of Chicago Press for the National Advisory Council on Radio in Education.

"Careers in Advertising," edited by Alden James. Published 1932 by The MacMillan Co.

"The Advertising Agency Looks at Radio," edited by Neville O'Neill. Published 1932 by D. Appleton and Co.

A SATIRIC, and yet remarkably accurate, portrayal of the program side of radioland has been done by J. P. McEvoy in "Are You Listening?" (Houghton Mifflin Co.; $2). Written in Mr. McEvoy's usual staccato style, the book presents realistic sketches of scenes behind the microphones around a human story of three sisters who break into New York radio.

We Pay Our Respects to—

ROY THOMPSON

IF THE RECENT convention of the NAB proved any one thing, it was the high regard, and sometimes the affection, in which the "big fellows" of radio with their high power stations hold the "little fellows" with their stations of 100 watts or so. Those "little fellows," especially when they are the only local factors in radio, play a role in the community life of America whose importance cannot be denied. At the St. Louis convention, the small station operators attending were for the first time made to feel that they really counted in the radio picture.

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BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Keep Sawing Wood

CONGRESS, we are told by the radio leaders, won't consider legislation affecting broadcasting, at the current lame duck session, which ends March 4. To the industry—broadcasters, agencies and advertisers alike—that's gratifying news.

But it should be remembered that this is so only because Congress will be so occupied with budget, beer and economy legislation that it won't have the time to take up less urgent matters. The inclination to meddle with broadcasting, incited by professional reformers, wave grabbers and their ilk, is still there. Broadcasting is far too juicy a morsel to be allowed to drift from its ranking position as the All-American political football. In other words, the perennial siege of Congress hasn't been eliminated; it has simply been postponed.

The radio man who has been through the mill knows this. But the majority of the broadcasters, unless they are prodded, will accept the talk of non-interference by Congress as a cue to dally. It is one of the glaring faults of the average broadcaster. He is all too prone to lock the barn after the horse is stolen.

Broadcasters must keep their Congressmen informed of the problems, whether Congress is in session or not. Then Senator Doe and Rep. Roe will know what radio is about when those inevitable bills to limit, restrict, cripple and even wipe out the business of broadcasting—your business—are introduced and lobbied by radio's powerful enemies. It is the legislator's duty to protect his constituents. It is the broadcaster's duty to protect himself.

Sauce for the Goose

IN HIS ORDER banning song plugging, Oswald Schuette seeks to give Tin Pan Alley a taste of its own medicine. But, in our opinion, the dose isn't strong enough.

Here is another suggestion. Why not charge ASCAP members who pester stations with requests to plug this number and restrict that, a 3, 4 and 5 per cent of their "net receipts" from those compositions, plus a "small" sustaining fee, over a three-year contract period?

ASCAP makes the music, and radio makes it popular. If it is fair to charge broadcasters on such a scale for what they earn through only partial use of that music, it most certainly is just for the broadcaster to ask a similar scale for advertising and selling that music for the publisher.

If that isn't so, why do those Tin Pan Alleyites work their plug racket, even to the extent of sometimes slipping "tips" to orchestra maestros and microphone performers?

Common Sense Law

WHETHER it was right on the law or not, the majority of the Court of Appeals applied the yardstick of common sense in reversing the Radio Commission in the WIBO case.

We don't take sides with any of the stations involved. The issue was far broader than the rights of those stations, which served simply as exhibits to test the Commission's power under the Davis amendment. The case involved the Commission's right to snuff out at its will and whim radio stations in which thousands of dollars are invested. A decision sustaining the deletion of WIBO and WPCC, Chicago, in favor of WJKS, Gary, Ind., would have cleared the way for wholesale shifts in stations and facilities in 27 overquota states.

There was no complaint about the service of the Chicago stations. The sole issue was so-called equalization of facilities according to population. The court majority held Congress did not mean that there should be an exact mathematical equality, and cited the phrases "as nearly as possible" and "a fair and equitable allocation" in the Davis amendment. In its decision, however, the Commission elected to construe the language literally. The court majority called that decision "arbitrary and capricious", pointing out, too, that Gary is actually a Chicago suburb, and gets good radio from the overquota Illinois.

Because of the dissenting opinion, a Supreme Court review may be sought. That review should be afforded, to settle the status of the Davis amendment for all time. Justice Groner, dissenting, on the question of property rights, which would have meant the wiping out of a $346,000 investment in WIBO alone, held that when such injury results, it is said to be "damnum absque injuria", which means "injury without a remedy" but which, in this case, would have meant something like "it's too damn bad" had the Commission been upheld.

In the Swim

AS LISTED in our exclusive compilation in this issue, 97 broadcasting stations in the United States, 13 in Canada and one each in Mexico and Cuba are owned by or corporately affiliated with newspapers. Many of the newspapers are among the most important in the country. Other newspapers, large and small, are still trying to get into the radio swim, finding the ranks of the publishers themselves split in the futile attacks on radio. It is not for us to espouse further newspaper ownership of radio, which is a definite trend that will take care of itself, but we repeat what we have so often iterated: that newspapers, cooperating with radio, will find that it can be used to pay them real dividends, not only *per se* but in the form of circulation, lineage and prestige.

The RADIO BOOK SHELF

WHAT SHALL we read to get a good background of radio? This question is often asked of broadcasting officials. A partial answer is provided in the broadcast bibliography leaflet of the Handy Leaflet series periodically issued by NBC. It lists the following books on radio and advertising, which the newcomer to radio would do well to study and which any radio executive would do well to have in home and office libraries:

"Broadcast Advertising, The Fourth Dimension," by Frank A. Arnold. Published 1931 by Wiley & Son.

"New Empires—Newspaper and the Radio," by Karl A. Bickel. Published 1931 by Lippincott.

"Radio and its Future," edited by Martin Codel. Published 1930 by Harper & Bros.

"Radio Writing," by Peter Dixon. Published 1931 by the Century Co.

"Advertising by Radio" (Ronald Press, 1929); "The Story of Radio" (Dial Press, 1927), and "Radio in Advertising" (Harper & Bros., 1931) by Orrin Dunlap, Jr.

"This Advertising Business," by Roy S. Durstine. Published 1928 by Scribners.

"Using Radio in Sales Promotion," by Edgar H. Felix. Published 1927 by the McGraw-Hill Co.

"Tomorrow's Advertisers and Their Advertising Agencies," by G. H. Phelps. Published 1929 by Harper & Bros.

"Radio Industry; As Told by Leaderr of the Industry," a series of Harvard lectures published 1920 by A. W. Shaw Co.

"How to Write for Radio," by Katherine Seymour and J. T. W. Martin. Published 1931 by Longmans, Green Co.

Other Important Books

TO THIS LIST the editors of BROADCASTING would add also the following books on our own bookshelf:

"The Outlook for Television," by Orrin Dunlap, Jr. Published 1932 by Harper & Bros.

"Television," by Edgar Felix. Published 1931 by McGraw Hill Co.

"Symphonic Broadcasts," by Olin Downes. Published 1931 by The Dial Press.

"This Thing Called Broadcasting," by Alfred N. Goldsmith and Austin C. Lescaboura. Published 1930 by Henry Holt & Co.

"Conqueror of Space—The Life of Lee DeForest," by Georgette Carneal. Published 1930 by Horace Liveright.

"The Electric Word," by Paul Schubert. Published 1928 by The Macmillan Co.

"Radio Speech," by Sherman Paxton Lawton. Published 1932 by the Expression Co., Boston.

"Radio and Education, 1931," published by the University of Chicago Press for the National Advisory Council on Radio in Education.

"Careers in Advertising," edited by Alden James. Published 1932 by The MacMillan Co.

"The Advertising Agency Looks at Radio," edited by Neville O'Neill. Published 1932 by D. Appleton and Co.

A SATIRIC, and yet remarkably accurate, portrayal of the program side of radioland has been done by J. P. McEvoy in "Are You Listening?" (Houghton Mifflin Co.; $2). Written in Mr. McEvoy's usual staccato style, the book presents realistic sketches of scenes behind the microphones around a human story of three sisters who break into New York radio.

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JOHN AND NED, harmony team, who left NBC, San Francisco, for a commercial at KFI, Los Angeles, have rejoined KGO's staff. They replace Tom and Dudd, who are out.

ANDY ANDREWS, singing comedian, has joined the staff of KFRC, San Francisco. He was formerly with Jimmie Joy's band.

NATHAN ABAS has succeeded Rex Dunn as musical conductor of NBC, San Francisco.

CHARLES WELLMAN, who at one time managed KFWB, Hollywood, but has been heard over many stations as an entertainer, early in December joined the staff of KFI, Los Angeles, to be heard three times a week in a song prgram.

ROSEMARY GLOSS, lyric soprano, early in December signed with KFI, Los Angeles, to be heard as soloist with studio symphony in a series of Sunday concert hours. She made her debut six years ago at the Opera Comique in Paris.

CBS Artists Bureau has placed under contract Mary Eastman, opera and operetta star, who will be heard in a series of bi-weekly sustaining programs starting Dec. 18. It has also signed Alexander Hass' gypsy orchestra, which will be given a sustaining spot.

CHARLES MARTIN, who writes and directs "The News Parade" over WMCA, New York, has inaugurated a new Sunday night series of dramatizations of famous courtroom scenes titled "The Criminal Court."

VAL SHERMAN, announcer of WBBM, Chicago, and Mrs. Sherman, are parents of a boy, born Nov. 28.

DON CROSNOE, former announcer at KMOX, St. Louis, has become staff announcer at WGES, Chicago.

EARLE TANNER, tenor, associated with KYW, Chicago, since its early days, was married to Miss Muriel Bohn of Chicago, December 1.

IN THE CONTROL ROOM

TRANSFER of Edwin S. Heiser, inspector in the old Chicago District of the former Radio Division, Department of Commerce, to Denver as acting inspector in charge of the new District No. 15 headquarters there, was announced Dec. 9 by the Radio Commission. He succeeds Glenn W. Earnheart, originally designated as acting inspector, who has left the service. The Commission shortly will anounce other changes in assignments and approximately 30 dismissals in line with the governmental economy program.

WILLIAM D. TERRELL, chief of the division of field operations, Federal Radio Commission, has been assigned by the Commission to attend the Radio Distress Conference in Cleveland, Dec. 15, which is considering the handling of distress traffic on the Great Lakes.

PAUL A. GREENE, former broadcasting manager of CBS, is now general manager of American Radio Systems, Inc., New York City. He is no longer with the Whetstone interests.

H. J. GEIST, formerly with the RCA Victor Co., has joined the engineering staff of WCAU, Philadelphia.

Pioneer Hill-Billies

The Pickard Family, pioneer hill-billy troupe, has returned to WSM, Nashville, to be featured in a series of typical mountaineer programs for the International Oil Heating Co., of St. Louis, every Monday, Wednesday, Thursday and Friday evenings. The Family began its radio work at WSM, now graduated to the 50 kw. class, and during the last few years has appeared in many network programs, including those of General Motors, Interwoven Stockings, Billiken Shores, Lucky Strike, Socony Sketches and the National Farm and Home Hour. It is reputed to be the earliest hill-billy act on the air.

GEORGE LLEWELLYN, assistant radio inspector at Atlanta, temporarily suspended recently by the Radio Commission, has been released from the service. The case of Walter Van Nostrand, inspector in charge at Atlanta, also temporarily suspended, has not yet been decided. Miss Mary L. Bell and Miss Gladys Fagan, both of the Atlanta office, have been reinstated.

ANDREW D. RING, broadcast engineer of the Radio Commission, and William E. Downey, assistant chief, Division of Field Operations, visited the Chicopee Falls, Mass., plant of Westinghouse, Nov. 30 and Dec. 1, to inspect frequency standards, returning to Washington Dec. 2.

THOMAS BAKER, chief engineer of Press Wireless, Inc., stationed at Hicksville, N. Y., was married in Washington, Dec. 10 to Frieda Bloumer, secretary to Louis G. Caldwell, Washington radio attorney, after a whirlwind courtship.

J. T. McLAMORE, formerly with WIBX, Utica, N. Y., and before that with RCA Victor Co. in the engineering products division, has been appointed chief engineer of WDAS, Philadelphia.

MEL LeMON, chief engineer of KMPC, Beverly Hills, Cal., has turned radio announcer for an hour each evening. He now announces George Hamilton's orchestra from the Club Airport Gardens every night.

LYNWOOD McDONALD, Aberdeen, Md., has joined the enginering staff of WGAL, Lancaster, Pa. McDonald, a graduate of a Baltimore radio school, was formerly with WJSV, Alexandria, Va.

J. ERNEST GRAY, chief engineer of WHBF, Rock Island, Ill., recently purchased by the ROCH ISLAND ARGUS, will continue in that post. Robert Sinnett stays on as assistant chief engineer.

JACK PROVIS has been appointed chief engineer of KID, Idaho Falls, Idaho.

Radio Opens Fight On ASCAP

(*Continued from page 6*)

ing stations, 4 per cent of the revenue actually earned by the use of ASCAP music.

"Mr. E. C. Mills, general manager of ASCAP, has now informed me that no action can be taken on this proposal until the next meeting of the board of directors of that organization, which, he says, may not be held until some time in January.

"Inasmuch as all the members of the board of directors of ASCAP are in New York, there should be no reason for such a delay and it is difficult to interpret it as anything but an unfriendly attitude on the part of the members of that board of directors.

"The situation calls for a frank discussion of the whole copyright matter, so that all broadcasters, whether they are members of the NAB or not, may understand just what has been going on. Since Sept. 1, I have been patiently negotiating with Mr. Mills in an attempt to revise the copyright contracts so as to eliminate from them what I consider the obvious evidence that they were made under racketeering pressure — the fact they levy a royalty on all revenues of stations instead of limiting that royalty to the revenues earned by the use of ASCAP music.

Prompt Action Urged

"IN THE LIGHT of the present delay, it is exceedingly important that the broadcasters — whether they are members of the NAB or not—take immediate steps to control the music used by their stations and to protect themselves against unwarranted interference by the American Society. Under the new contracts the broadcasting stations pay a heavy percentage of their entire revenues to that organization for the privilege of using all of the latter's music. At the same time, representatives of ASCAP have insisted that the use of their music by the broadcasting stations is destructive of that music.

"Prompt action is imperative. Under the powers unanimously conferred on me by the St. Louis convention, I am therefore making the following urgent recommendations to all broadcasting stations:

"First—Discontinue the use of all musical compositions the performance of which is particularly requested by members of ASCAP. This has specific reference to the efforts of publishers to have radio stations favor certain music published by them or to induce the orchestras and other musical organizations with which the broadcasters cooperate to give preference to such numbers. This 'plugging' has become a decided nuisance and has interfered with the proper compilation of radio programs. There is only one way to stop it, and that is to prohibit the playing of every composition which is the object of such 'plugging.' I shall appreciate it if cooperating broadcasters will inform me of the efforts which are being made to promote the use of specific compositions and particularly to inform their program directors, orchestra leaders, and others, of this prohibition—as well as the representatives of the publishers themselves, with the reason for the prohibition.

"Second—Make no further requests for permission to play 'restricted' numbers. The increase in the 'restricted' list of ASCAP has caused many difficulties in the assembling of radio programs and is decidedly an unnecessary nuisance. In many cases, these restrictions have apparently been made chiefly to induce stations to ask such special permission. Often, this special permission is granted only in return for a promise on the part of the station to perform some other number in which the publisher is interested. That is one of the worst forms of 'plugging' to which the broadcasting industry has been subjected. Under the ASCAP contract, the publishing houses reserve the right to make these restrictions and so far, the broadcasters have apparently been helpless against this practice. But there is nothing in our contracts to require broadcasters to grant special favors to the publishers making such restrictions. The remedy lies in the hands of the broadcasters. Refusal to ask special permission to play numbers so restricted will help to lessen this nuisance.

"Third—Bar the restoration of 'restricted' numbers during the life of the present contract. It is earnestly recommended to all broadcasters, that numbers placed upon the restricted list by publishers be kept there. Attempts by publishers to have these numbers performed after they have once been restricted should be nullified. All publishing houses should understand that once they have placed a composition on the restricted list, it will remain there, at least until ASCAP has given some evidence of a genuine desire to deal fairly with the broadcasters.

Cooperation Necessary

"THE COMPLIANCE of broadcasting stations with these prohibitions will do much to clarify the relations of the broadcasting industry to the copyright owners represented by the American Society of Composers, Authors and Publishers. As I said at the St. Louis convention, it is our earnest desire to cooperate with these publishers and composers. At my suggestion, the convention adopted a formal resolution recording our conviction that the 'composers and publishers of music are entitled to fair compensation measured in proportion to the actual use of their compositions.' So far the officials of ASCAP have made no effort to cooperate in carrying out that proposal and now the board of directors of ASCAP has deliberately declined to act. Whether, in that position, they represent the attitude of all the publisher and composer members of the Society, I do not attempt to judge.

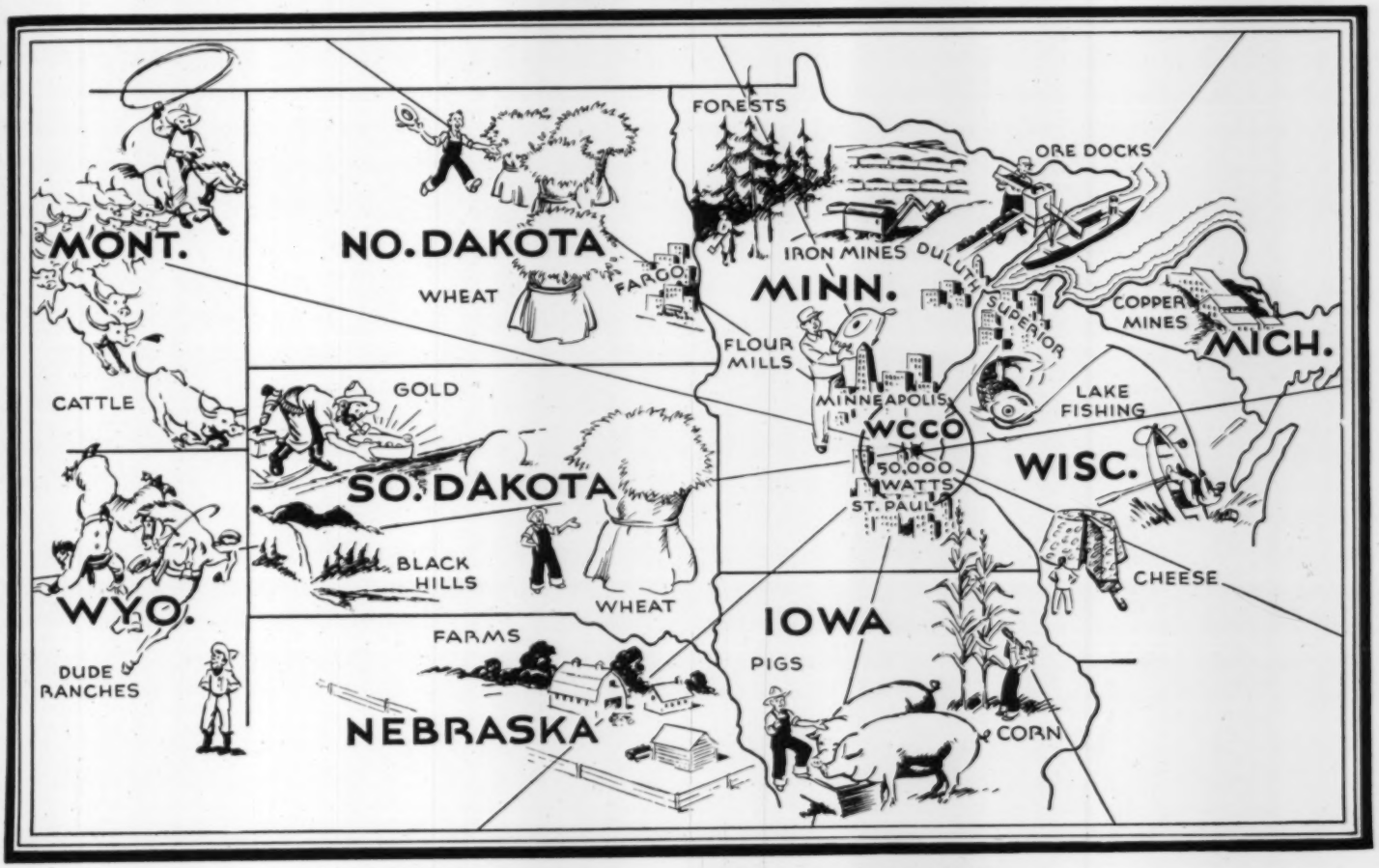
"The names of the members of this board of directors with their affiliations, follow:

Louis Bernstein, Shapiro, Bernstein & Co.; E. F. Bitner, Leo Feist, Inc.; Saul Bernstein, Irving Berlin, Inc.; Robert Crawford, Crawford Music Co.; Walter Douglas, Donaldson, Douglas & Gumble, Inc.; Max Dreyfus, Harms-Warner Group (Witmark, Harms, Remick, deSylva, Brown & Henderson, Victoria Publishing Co., New World Music Co.); George Fisher, J. Fisher & Brothers; Walter Fisher, Carl Fisher, Inc.; Edgar Leslie, Clarke & Leslie Songs, Inc.; Jack Mills, Jack Mills, Inc.; E. H. Morris, Music Publishers Holding Corp.; Gustav Schirmer, G. Schirmer, Inc.; Gene Buck, Irving Caesar, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Frede-

(*Continued on page 27*)

Gateway to the Great Northwest

MINNEAPOLIS **WCCO** SAINT PAUL



50,000 WATTS

WCCO

Presents

NOON HI-LITES

12:00 noon to 1:00 p. m.
Daily except Sunday

The Northwest's Most Popular Noonday Feature

Featuring:

Norvy Mulligan and his 11-piece band, which has just completed a four months' engagement at the Hotel Lowry, St. Paul.

Douglas Baldwin as Master of Ceremonies. Creator of the Sears Roebuck Down Home Hour, the Jamesway Barn Dances, the Gold Medal Feed programs and other WCCO features.

Jim Jennings the Wyoming cowboy yodeler in his first radio engagement.

The Banjo Twins a string and vocal harmony team heard both locally at WCCO and in Columbia chain broadcasts.

And other features.

Participation in Noon Hi-Lites may be purchased in periods of from 5 minutes up

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

FLORIDA CITRUS Clearing House Ass'n, Winter Haven, Fla., (grapefruit and oranges) on Dec. 5 began a series of participations in the Home Forum Cooking School on KDKA, Pittsburgh, twice weekly; Cooking School of WBZ and WBZA, Boston-Springfield, twice weekly; Market Basket of WGY, Schenectady, three times weekly; Woman's Calendar of WMAQ, Chicago, three times weekly; Household Chats of WTAM, Cleveland, daily except Sunday; daytime announcements on WRC, Washington, 100 successive weekdays. N. W. Ayer & Son, New York, handles account which runs for 16 weeks.

NESTOR JOHNSON Co., Chicago, (ice skates) is sponsoring Walter "Uncle Bob" Wilson in reading of Chicago HERALD & EXAMINER comic supplement each Sunday noon for one hour over KYW, Chicago. Account to run for indefinite period, was handled direct. Florida Citrus Growers Association presenting afternoon program of music and recipes five days a week for indefinite period over KYW. Handled by N. W. Ayer, Chicago.

UNITED REMEDIES Corp., Chicago, (Peruna) is sponsoring Charlie Hamp six nights a week for 13 weeks beginning Dec. 1, over WBBM, Chicago; account handled by Hoops-Seehof Agency, Chicago. Station reports renewals of Lakeside Packing Co., Manitowoc, Wisc., for 26 weeks beginning Jan. 9, using morning organ periods Mondays, Wednesdays and Fridays. Foulds Macaroni, New York, renews Tarzan transcriptions five afternoons a week for 13 weeks, effective Dec. 12. Dorlo Co., Chicago, (cosmetics) is sponsoring songs and beauty hints three afternoons a week for 13 weeks.

JULIUS GROSSMAN, Inc., New York, (women's shoes) on Dec. 11 began a series of Sunday afternoon programs on WJZ, New York, featuring Baby Rose Marie, 8-year-old prodigy of stage, screen and radio, well known to the radio audience for the "blues songs" she has been singing since she was 3.

KROGER GROCERIES, Cleveland chain, have just started a novel campaign over WGAR, Cleveland. The program, handled by Judy Sherrill of the station takes the form of a Neighborhood party. Each day a manager of a Kroger store is introduced, and some of the neighborhood gossip of his customers is detailed. The program is heard for 15 minutes five mornings a week.

WMCA, New York, is making a specialty of Jewish commercial programs, now having six as follows: "The Voice of Jerusalem," Sunday, Bakers Cocoa and Chocolate; "The Jewish Mother Goose," Sunday, Ralston Purina Co.; "The Jewish Folk Singer," Sunday, I. Rokeach & Sons; "Heroes of Israel," Sunday, Postum; "The Jewish Vagabond Singers," Monday, Maxwell House Coffee; "Song of Israel," Tuesday, Horowitz-Margareten. George Touller's orchestra is featured in all of the programs. He is a master of Jewish music.

CONTINENTAL BAKING Co., New York, (Wonder Bread) on Dec. 6 started a series of six programs on WMAQ, Chicago. Batten, Barton, Durstine & Osborn, New York, placed account.

WADHAMS OIL Co., Milwaukee, said to be the oldest local advertiser on the radio in the country, and the fourth in national rating, was saluted Dec. 14 by WTMJ, Milwaukee, over which its sponsors sport broadcasts. The occasion was the opening of the basketball season. It is claimed that only Metropolitan Life, Quaker Oats and A. & P. Gypsies supersede the Milwaukee client in being first to broadcast commercially.

J. L. VAN VOLKENBURG, director of sales for KMOX, St. Louis, reports that one spot announcement regarding a sale of stockings by the B. Nugent Brothers department store drew 800 telephone calls ordering the stockings.

NESTOR JOHNSON MFG. Co., Chicago, (tubular ice skates) has resumed the sponsorship of Uncle Bob's noon hour over KYW, Chicago.

DEISEL-WEMMER-GILBERT Corp., Detroit, (R. G. Dun cigar) has signed with CKOK, Detroit-Windsor, for a series of four 15-minute programs a week.

ROBERT P. GUST Co., Los Angeles, has renewed account on KPO, Los Angeles, featuring Julia Hayes five mornings a week from Jan. 2 to Dec. 16, 1933. Erwin, Wasey & Co., Los Angeles, handles account.

THE ENO CRIME CLUB broadcasts which were formely on KFRC, San Francisco, have been recorded and on Jan. 31 start on KPO, sponsored by J. C. Eno Co., Ltd., London, England. Contract, calling for Tuesday and Wednesday night broadcasts for 52 weeks, was handled by N. W. Ayer agency, San Francisco.

BEECH-NUT PACKING Co. (chewing gum) on Jan. 3 starts a series of twice weekly broadcasts of the transcription "Unknown Hands" over KFRC, San Francisco. McCann-Erickson handles account.

FENNER, BEANE & UNGERLEIDER, stock brokers with branches in various cities, is sponsoring cotton and grain quotations daily over WMAZ, Macon, Ga.

WCLO, Janesville, Wis., reports the signing of an 18-week schedule of daily announcements for Zerbst Pharmaceutical Co., Kansas City, (capsules and cough drops) a test program for possible later expansion placed by Barrons Advertising Co., Kansas City. WCLO has also just closed a 10-week contract for a weekly 15-minute program for Sears, Roebuck Co.

W. & J. SLOANE, Los Angeles branch, (furniture) has taken over the sponsorship of the weekly historical series, "English Coronets," over KFWB, Los Angeles, and in keeping with the program has fashioned a display room in Tudor style visited daily by an average of 300 persons attracted by the radio announcements.

ASSOCIATION of American Soap & Glycerine Producers, Inc., New York, (anti-freeze) on Oct. 31 began a six-week weather report and announcement series on KDKA, Pittsburgh, and other stations. Newell-Emmett Co., New York, handles the account.

APPROXIMATELY 3,000 children, accompanied by their parents, responded to a recent invitation issued by Feibleman's, a unit of Sears, Roebuck & Co., via WDSU, New Orleans, to see Santa Claus arrive by airplane at the Wedell-Williams Airport.

NETWORK ACCOUNTS

BUICK - OLDSMOBILE - PONTIAC Sales Co., Detroit, on Dec. 28 starts Colonel Stoopnagle and Budd, Jeannie Lang and William O'Neal (singers), vocal ensemble and orchestra directed by Andre Kostelanetz on 58 CBS stations, Thursdays, 9:30-10 p.m., for 26 weeks. Campbell-Ewald Co., Detroit, handles account.

GOLD DUST Corp., New York, (household cleanser) on Dec. 5 started Harvey Hindermyer and Earle Tuckerman on 10 CBS stations, daily except Saturday and Sunday, 9:15-30 a.m., for 52 weeks. Batten, Barton, Durstine & Osborn, Inc., New York, handles the account.

SPOOL COTTON Co., New York, on Dec. 13 renewed Tommy McLaughlin (baritone), Davis Ross (reader), and Andre Kostelanetz and orchestra, Tuesdays, 9:15-9:30 p.m., for 26 weeks. Paul Cornell Co., New York, handles account.

SHARPE & DOHME, Inc., New York, (antiseptic S. T. 37) on Dec. 4 started talks by Dr. Howard W. Haggard, director of physiology, Yale University, Sundays, 7:15-7:30 p.m., for 26 weeks, on a partial NBC-WJZ network. J. Walter Thompson Co., New York, handles account.

LARUS AND BROTHER Co., Richmond, Va., (Edgeworth pipe tobacco) on Dec. 14 renewed its program on NBC-WEAF network, Wednesdays, 10-10:30 p.m., for 13 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

SUN OIL Co., Philadelphia, on Dec. 12 started Lowell Thomas in "Today's News" on NBC-WJZ network, daily except Saturday and Sunday, 6:45-7:00 p.m., 26 weeks. Sunday afternoon talk to be added Dec. 18 and thereafter. Roche, Williams & Cunnyngham, Philadelphia, handles account.

STANDARD BRANDS, Inc., New York, (Royal Fruit Flavored Gelatin and Chase & Sanborn's tea) on Jan. 4 will start program (undecided) on an NBC-WEAF network, Wednesdays, 8-8:30 p.m., for 52 weeks. J. Walter Thompson Co., New York, handles account.

STANDARD BRANDS, Inc., New York (Fleischmann's Yeast) on Jan. 5 renews "The Fleischmann Hour" with Rudy Vallee and ochestra and guest artists for 52 weeks on an NBC-WEAF network with supplementary stations, Thursdays, 8-9 p.m. J. Walter Thompson Co., New York, handles account.

STANDARD BRANDS, Inc., New York, (Chase & Sanborn Coffee) on Jan. 1 renews "The Chase and Sanborn Hour" with orchestra and guest artists for 53 weeks on an NBC-WEAF network, Sundays, 8-9 p.m. J. Walter Thompson Co., New York, handles account.

LIGGETT & MYERS TOBACCO Co., New York, on Jan. 2 renews its Chesterfield program over 64 CBS stations, daily except Sunday, 9-9:15 p.m., for 52 weeks. Artists scheduled are: Ruth Etting, Mondays and Thursdays; Tom Howard, comedian, and George Shelton, Tuesdays and Fridays; Bing Crosby, Wednesdays; Lennee Hayton and orchestra, Saturdays. Norman Brokenshire will continue as announcer. Newell-Emmett Co., New York, handles account.

GEORGE W. LUFT Co., Long Island City, N. Y., (Tangee cosmetics) on Jan. 17 starts Keller, Sargent and Ross, comedy and musical team, over 16 CBS stations for 13 weeks, Tuesdays and Thursdays, 7:30-7:45 p.m. Cecil, Warwick & Cecil, New York, handles account.

HAROLD F. RITCHIE Co., New York, (Eno salts) on Jan. 3 places the "Eno Crime Club" for 52 weeks on the NBC-WJZ basic network, Tuesdays and Wednesdays, 8 to 8:30 p.m. N. W. Ayer & Son, New York, handless account.

PARAFFINE COMPANIES, Inc., San Francisco, (Pabco floor coverings, roofing and paints) on Dec. 15 starts 12 programs, talks by Helen Webster in "Woman's Magazine of the Air," Thursdays, 10:40-11:00 a.m., PST, on NBC-KGO network. Emil Brisacher & Staff, San Francisco, handles account.

LAMBERT PHARMACAL Co., New York, (Listerine products) on Dec. 19 renews "The Country Doctor" with Phillips Lord over the basic NBC-WJZ network, excepting KSO, for 13 weeks, Mondays, Tuesdays and Wednesdays, 8:45-9 p.m. Lambert & Feasley, Inc., New York, handles account.

HORLICK'S MALTED MILK Corp., Racine, Wis., on Dec. 13 adds to the NBC-WJZ network carrying its Tuesday and Friday, 8:30-8:45 p.m. "Adventures in Health" series. On Tuesdays, 11:45 p.m. to 12 midnight, the program will be relayed to KGO, KGW, KOMO, KHQ, KOA and KDYL, with KFI added Jan. 3. Lord & Thomas, New York, handles account.

BEST FOODS, Inc., New York, (Nucoa) on Jan. 1 renews Ida Bailey Allen's "Round the World Cooking School" over 10 CBS stations, Tuesdays and Fridays, 10:45-11a.m. Benton & Bowles, New York, handles account.

SEALED POWER Corp., Muskegon, Mich., (piston rings, etc.) is reported planning a weekly series over an NBC network beginning Jan. 8, account to be handled by Maxon, Inc., Detroit.

J. G. PATON Co., New York, (Golden Blossom honey) on Jan. 1 begins a 13-week series titled "Golden Blossom Honey," Sundays, 1:30-2 p.m., on NBC-WJZ network. Harold Levy's orchestra with Jane Pursell and Fred Hufsmith will be featured. Agency undecided.

GENERAL PETROLEUM Corp. of California, Los Angeles, on Dec. 6 started "News-reel of the Air" on 7 stations of NBC-KGO network, Tuesdays, 8:15-45 p.m., PST. Smith & Drum, Los Angeles, handles account.

THE DELAWARE, Lackawanna & Western Coal Co., New York, on Jan. 4 changes "The Shadow" to Wednesdays, 8:30-9:00 p.m., EST, on NBC-WEAF network.

THE GOLDEN STATE Co., Ltd., San Francisco, on Dec. 3 changed "Golden State Family Robinsons" to Saturdays, 8:15-8:45 p.m., PST, on NBC Pacific coast network.

THE SMITH BROTHERS "Trade & Mark" series over NBC-WJZ on Jan. 1 will change its schedule, 7:45-8 p.m. Last program on old schedule of Sundays, 9:15-9:30 p.m., will be heard Dec. 25.

PROSPECTS

CONSOLIDATED CIGAR Corp., New York, (Dutch Masters, "44" and Henry George cigars) makes up lists during January, February and March, using radio with other media. L. H. Hartman Co., 444 Madison Ave., handles advertising. Annual appropriation is $500,000 to $1,000,000.

H. FENDRICH, Evansville, Ind. (cigars) makes up lists during January and July, using radio with other media. F. C. Fischer is advertising manager. Mitchell-Faust-Dickson & Wieland, 230 No. Michigan Ave., Chicago, handles account.

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

December 15, 1932 CHICAGO, ILLINOIS Vol. I. No. 6

PLANS FOR 1933 BUILD PROSPERITY LISTENER-BUYERS CHICAGO? Use WMAQ

The year 1933 will be with us within two weeks.

* * *

Thousands of advertisers are wearied of listening to depression talk and have now made up their minds to create their own prosperity. This can be done through sound advertising and merchandising campaigns.

* * *

Radio has proved itself as one of the most effective advertising medias in America. The radio audience is a responsive audience—it is a buying audience, and, therefore, broadcasting is a logical method for stimulating sales. WMAQ, serving one of the largest, if not actually the foremost market in America, will play an important part in building the new prosperity.

* * *

Within a fifty mile radius of WMAQ's transmitter there are five million people, of whom more than three million are radio listeners. Within a two hundred twenty-five mile radius, which embraces WMAQ's primary market, there are nearly eleven million people, of whom six million three hundred thousand are radio listeners. Therefore, through WMAQ, approximately ten per cent of the population of the nation can be reached.

* * *

Radio listeners as a class represent the highest buying power in any community. This is equally true of the Chicago market. No advertiser with distribution in Chicago and surrounding territory can afford to overlook the possibilities of driving home his sale's message to so important a market as that served by WMAQ.

* * *

In laying plans for 1933, WMAQ can be utilized by hundreds of advertisers to great advantage.

* * *

WMAQ's message to advertisers and agencies at the close of the year is, "Make your own prosperity for 1933 by good merchandising and good advertising. Good advertising in Chicago means using WMAQ."

A MERRY XMAS TO WMAQ ADVERTISERS

BROADCASTER SENDS GOOD WISHES FOR PROSPEROUS 1933

We take this occasion to wish a Merry Christmas and a prosperous New Year to WMAQ's advertisers—past, present and future. This list includes one hundred fourteen advertisers, who have used the facilities of WMAQ during the past year to bring their sales messages to listeners throughout the middle west. The success that this large list of advertisers has enjoyed in using WMAQ as an advertising medium, indicates that the list of future advertisers will be even greater, depending solely upon the availability of time on the station.

WMAQ operates each day from 7:00 o'clock in the morning until 1:00 o'clock the following morning, providing eighteen hours of continuous service each day for the entertainment and education of radio listeners within the reach of its powerful transmitter operating on a cleared channel.

The station has long been one of the most popular stations in the Chicago area and one of the leading stations in the nation. The high standard of excellence has been maintained in the programs rendered and the public service carried on through the development of educational programs is second to none in the United States. Quality is the guiding rule on WMAQ. It is "the good-will station of Chicago."

Advertisers and agencies who desire to assist themselves in making 1933 a happy and prosperous New Year are invited to communicate with WMAQ, since an advertising campaign over WMAQ is an excellent means of boosting sales and creating prosperity for individual companies.

WMAQ BROADCASTS NEW BREAD PRICES

The Continental Baking Company recently made a big advertising "splash" announcing a larger loaf of Wonder Bread for ten cents and a smaller loaf for five cents. A series of announcements to drive home to housewives the importance and economy of the new prices was carried on Station WMAQ.

The announcements were placed on WMAQ by Batten, Barton, Durstine & Osborn.

Typewriters for Xmas

In order to stimulate the sale of Remington-Rand portable typewriters as Christmas gifts to boys and girls, a series of announcements each afternoon immediately preceding Christmas are being broadcast. The announcements point out the fact that it costs only ten cents a day for the next year to purchase a typewriter, which will help children in their school and college work.

As a practical Christmas gift, it is expected that this offer will appeal to a great many mothers and fathers, who are directed in the announcement to the Remington-Rand office in Chicago.

WMAQ was selected to carry these announcements by Batten, Barton, Durstine & Osborn.

REPRESENTATIVES IN NEW YORK, FRISCO

Eastern and west coast advertisers and agencies have now available through the NBC Local Service Bureau a means of direct contact with WMAQ through representatives in New York and San Francisco. WMAQ as well as all other stations, which are under the management of the National Broadcasting Company, are represented in the eastern territory by J. V. McConnell, 711 Fifth Avenue, New York City, and in the western territory by Lindsey Spight, 111 Sutter Street, San Francisco. The middle west territory, for representation of these stations, is under the direction of William S. Hedges, Merchandise Mart, Chicago. The NBC Local Service Bureau is headed by Lloyd C. Thomas at 711 Fifth Avenue, New York City.

BOOST ORANGE SALES

Florida oranges are now on the market and consumers throughout the middle west are well aware of this fact, due to a series of programs sponsored by the Florida Citrus Clearing House Association on Station WMAQ during the Woman's Calendar each Monday, Wednesday and Friday.

This series of programs will continue until the end of March and will advertise Florida oranges, grape fruit and lemons.

A similar campaign was conducted over WMAQ last year during the Florida orange season. N. W. Ayer & Sons, the agency handling this account, again selected WMAQ.

ED WYNN BROADCAST TICKETS IN DEMAND

The big sensation in radio circles in Chicago at this time is the production of the Texaco Company's program, featuring Ed Wynn, one of America's foremost comedians. The program is broadcast locally by Station WMAQ and is without doubt one of the most popular programs in the Chicago area.

On Tuesday, December 6, which came during the first week of his appearance with his show "The Laugh Parade" in Chicago, the broadcast was made directly from the theatre stage and tickets were sold for admission to the theatre to see the broadcast. There were no reserved seats. It was a case of first come—first served. Not only was every seat in the theatre taken, but standing room as well was packed solid with enthusiastic radio fans, who had come to see Ed Wynn put on his broadcast.

The money from the sale of tickets for the first performance was given to Chicago charities.

Beginning December 13, Ed Wynn's broadcast will be produced in the studios of the National Broadcasting Company. Agencies, advertisers and the public are literally storming WMAQ and the National Broadcasting Company for tickets of admission to the studio performances. Since there are only a limited number available, a real problem is involved in taking care of the demands.

No better proof of the popularity of the show and the pulling power of the station can be given than the tremendous interest in the Ed Wynn show.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: A. & P., Princess Pat Cosmetics, Whitman Candy Company, A. C. Gilbert, Wheatena, Pepsodent Company, Nivea Creme, Household Finance Co., Texaco Gasoline, Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Compay, Maryland Pharmaceutical Company, Cliquot Club Ginger Ale, Armour & Company, Hinckley & Schmitt, Inc., (Corinnis Spring Water), Northern Trust Company, Fleischmann's Yeast, Monarch Coffee Company, Willard Tablet Company, Florida Citrus Clearing House Assn., Stanco, William Wrigley Company, R. B. Davis & Company, General Electric Refrigerators, Stokely Brothers, Klee Brothers & Company, General Foods Corporation, Dr. C. H. Berry Company, Dupont Cellophane Company, Firestone and Continental Oil. Adv.

STROMBERG-CARLSON TELEPHONE Mfg. Co., Rochester, N. Y., (radio and telephone apparatus) makes up lists during January, using radio with other media. W. T. Eastwood is advertising manager. Stewart, Hanford & Frohman, Inc., Rochester, places account.

LOS ANGELES office of Lord & Thomas will handle campaign for California Date Growers Association, Indio, Cal., and Calavo Growers of California, Los Angeles, but no information is yet available as to extent radio will be used. Date group first advertised a year ago. Calavo group has run campaigns for five years.

THE FLORIDA National Advertising Council has started an All-Florida advertising campaign, which will last through February, and is using radio as well as newspapers. Harold C. Colee is chairman of the council.

H. N. HARTWELL & Son, Inc., Boston, (Petro-Karbon, a new solid fuel) plans to use radio and other media in a campaign. The Dowd & Ostreicher, Inc., Boston, has been appointed to handle the account.

McJUNKIN Advertising Co., Chicago, has been appointed to handle the account of the Universal Tourist Service, Chicago, which plans to use radio and newspaper advertising featuring a service to visitors at the Century of Progress exhibition.

GENERAL BAKING Co., New York, makes up lists in February, and will use radio with other media. Batten, Barton, Durstine & Osborn handles account.

FLOYD GIBBONS School of Broadcasting, Washington, D. C., has appropriated $12,000 to $15,000 for a campaign to promote its course in technique of broadcasting. Radio will be used with other media. L. L. Menne directs advertising. Ruthrauff & Ryan, New York, handles account.

TEST CAMPAIGNS

PROVE KOIL'S LEADERSHIP

●

Advertisers who compare costs with results say KOIL is Omaha's most profitable medium.

Admen attribute this greater pulling power to KOIL's overwhelming leadership in its area. (Surveys show KOIL to be the favorite of 63% of the Omaha audience.)

The right market plus the right medium means profitable sales. Come to Omaha where KOIL will do the job right.

Affiliated with NBC's Blue Network

KOIL
OMAHA

THE TEST STATION

"Voice of Barnsdall—the World's First Refiner"

COMMERCIAL DEPT., • OMAHA, NEB.

SUN OIL Co., Philadelphia, (Sunoco products) makes up lists during January, including radio. M. H. Leister is advertising manager. Roche, Williams & Cunnyngham, Chicago, handles American advertising, and Tandy Advertising Agency, Ltd., 204 Richmond St. W., Toronto, handles Canadian advertising.

G. W. VAN SLYKE & HORTON, Albany, N. Y., (cigars) will use radio and newspapers in a new campaign for which lists will be made in January. Moser, Cotins & Brown, Inc., Utica, N. Y., is handling account. John Herlihy is Van Slyke advertising manager.

EASTMAN KODAK Co., Rochester, N. Y., (kodaks and films) makes up lists during January, using radio and other media. J. Walter Thompson, New York, handles account, with Canadian advertising placed by Baker Advertising Agency, Ltd., Toronto. Export advertising is placed by Gotham Advertising Co., New York. H. H. Imray is Eastman advertising manager.

CEASE DISTRIBUTING Co., New York, (Cease for Colds) will use radio and newspapers in a campaign to be handled by Ray Hawley Associates, New York.

JOHN P. SQUIRE Co., Cambridge, Mass., (meat packers) is planning a new campaign through 1933 that includes the use of radio.

AGENCIES AND REPRESENTATIVES

THE CHAS R. STUART Advertising Agency, Inc., of Los Angeles, is resuming the complete handling, originating and placing of Bank of America advertising Jan. 1. This agency was the originator and developer of Bank of America (formerly Bank of Italy) advertising some 16 years ago and handled the account continuously until April, 1931. On March 1, 1932, Stuart was again retained to write the bank's advertising, at which time he inaugurated the outstandingly successful "Back to Good Times" campaign. The Stuart Agency is establishing completely staffed and equipped headquarters in San Francisco, and will occupy studio offices on the roof of 625 Market Street. Charles Levitt, formerly of San Francisco, and for the past two years in his own advertising business in Los Angeles, will join the Stuart Agency as Los Angeles manager.

REINCKE-ELLIS Co., Chicago, announces change in corporate name to Reincke-Ellis-Younggreen & Finn. The new partners, Charles C. Younggreen and Joseph H. Finn, were formerly with McJunkin Advertising Co.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., has appointed William Esty & Co., New York, to handle the Camel cigarette and Prince Albert smoking tobacco accounts.

MASON McGUIRE has been promoted to head of the radio department of the Chicago office of N. W. Ayer & Son, succeeding Stuart Hawkins.

RUTH R. ANDERSON has been appointed head of the radio department of Caffrey & Co., Oakland, Cal. agency.

WMBD, Peoria, Ill., has selected Free and Sleininger, Chicago, to be exclusive representatives in the national field, according to Edgar L. Bill, WMBD president.

FLORISTS' Telegraph Delivery Ass'n, Detroit, has reappointed Brooke, Smith & French, Inc., Detroit agency, as its advertising counsel, Albert Barber, executive secretary of the association announces. Advertising plans of the association for 1933 are now being formulated, Mr. Barber said, and will go into effect late in January, following a meeting of directors in Detroit.

EQUIPMENT

GENERAL RADIO Co., Cambridge, Mass., has just issued its Catalogue G, listing most of the equipment it produces applicable to broadcasting stations, together with prices. It is available upon request to qualified parties.

A NEW $22,000 Wurlitzer pipe organ of the type built specially for broadcasting and recording is being installed by WBBM, Chicago, and will be in operation this month with Wilson Doty at the console.

J. C. McNARY, Chevy Chase, Md., who has been servicing numerous broadcasting stations with a frequency measuring service, announces a new rate schedule, making the service more flexible and in many cases cheaper.

A CONTRACT for installation of the largest air conditioning system in the world in the broadcasting studios and lower floors of the new 70-story RCA building in Rockeller Center, New York, has just been awarded to the Carrier Engineering Corp. Under a previous contract the same corporation is completing installation of similar systems in the RKO Roxy Theater and International Music Hall in the same development.

SOUND SYSTEMS, Inc., subsidiary of WHK, Cleveland, has signed a contract to rebuild the entire radio installation at the new U. S. Marine Hospital in Cleveland. Trouble in the original setup developed recently. WHK has arranged a temporary installation so that the veteran patients there will not be without radio entertainment while permanent work is being done. Service is through headsets at the bedsides except in the main auditorium. Provision is being made for the use of recorded music and microphone pick-ups.

ENGINEERS Eddie Ruggles, Mel LeMon and Ken Taylor, of KMPC, Beverly Hills, Cal., have installed an entire new system of speech input equipment in the station, thus enabling KMPC to transmit programs to its sister station KRKD at the same time it is broadcasting.

KTAB, Oakland, Cal., has installed new pick-up equipment in order to rebroadcast certain programs of KNX, Hollywood.

STUDIO NOTES

UNDER sponsorship of KSTP, St. Paul, Minn., the Radio Council in Education started on a thrice-weekly schedule, quarter hour programs, on Dec. 5. A council of prominent educators, juvenile court judges and welfare officials has been formed to aid in the planning of all educational programs. Full details of each program will be publicized through distribution of 85,000 pamphlets over the state and publication of notices in every parent-teacher and welfare organ in Minnesota.

THE UNBEATEN CBS ping pong squad, composed of announcers and headed by Head Coach Ted (Bunny) Husing is being whipped into shape for an anticipated post-season clash with NBC's team of announcers. "May the best team win," said Coach Husing, "if any."

THE FOURTH annual spelling bee conducted by WBBM, Chicago, in cooperation with public, Catholic and Lutheran parochial schools began its 1932-33 series of bi-weekly matches Nov. 29. Student contestants are selected by means of preliminaries in the schools.

WJJD, Chicago, has arranged with RADIO GUIDE for a daily program of news and comment about radio folk.

A NEW management has taken over WSBC, Chicago, as the result of financial difficulties. Announcement of the reorganization of the station's affairs and the new personnel will be made within a few weeks. The station will continue to use the studios in the Crillon Hotel, formerly the New Southern. Its broadcast time is 6½ hours daily with the time split with two other Chicago stations, WEDC and WCRW.

A HOOKUP between WOL, Washington, and WINS, New York, was utilized Dec. 5 to bring to listeners of both cities a running account of the hunger march on Washington. The Hearst Radio Service announces that it will repeat this hookup from time to time during the present Congress to cover events of exceptional interest.

A NEW feature on KMPC, Beverly Hills, Cal., is the weekly broadcast of famous prize fights, recreated by John Driscoll, sports announcer. The fights go back 30 or 35 years and are said to be creating considerable interest among the older residents of Los Angeles and vicinity.

ANTICIPATING the return of beer, alert WOR, Newark, recently staged two "brewery auditions" so that brewers could decide in advance what kind of programs they wished to sponsor once beer is legalized.

WMAQ, Chicago, in cooperation with the Institute of Radio Service Men, has inaugurated a series of broadcasts entitled "Radio Service News Flashes" with a four-fold purpose: (1) to stimulate interest in radio; (2) to demonstrate the value of an efficiently operating receiver; (3) to hold present audience; (4) to suggest new applications of radio.

ESTABLISHING another link between radio and aviation, KMOX, St. Louis, has started a novel program recounting the accomplishments of aviation three time a week. George E. Bounds, sales director of Parks Air College, is the reporter.

HERALD, DEAN AND CURT, "The Vagabonds," of WSM, Nashville, have written and produced more than 5,000 radio programs during their seven years association on the air. They have appeared on NBC and CBS and in the studios of more than 50 major stations throughout the country.

EIGHT new programs each presenting a new type of radio entertainment will be added to the broadcasting schedule of WCAU, Philadelphia, according to Stan Lee Broza, program director. The new programs are "Winnie and Mother Gumpert," rural act; Havens and Mack, "Two Girls at Two Pianos" with Gene Marvey, tenor; Willard Singley, "Mellow Melodies,'; "Love Letters to Janet Joyce"; "At the Dance," Doc Dougherty and Orchestra, with Virginia Baker; "You Said It," with Jimmie, Jr., Ella; Joe McGrath and Orchestra in "Wake Up and Smile," and "Young America," which features a group of talented youngsters each 16 years of age who have graduated from the "Children's Hour."

DAILY EXPERIMENTAL television service has been started by CBS from W2XAX, which was installed along side W2XAB, sight and sound 107-meter station in the CBS building, New York. Images are transmitted every day except Saturday and Sunday from 4 to 4:45 p.m., EST.

PRINCIPAL prize winners in the $6,000 contest held in connection with the radio version of the "'Phantom of Crestwood" mystery over NBC during August and September, are announced as follows: Miss Grace Morris Price, Pittsburgh, first prize, $1,500; Edwin L. Leibert, New York, second prize, $1,000; Les Son de Regger, Des Moines, third prize, $750; Royden Stewart, Tulsa, Okla, fourth prize, $250; Ermald Eaton, Rio Linda, Cal., fifth prize, $150.

Mother Survey—"It's broccoli, darling!"
Little Boy Time-Buyer—"I say it's spinach—and I say to hell with it!"

—with apologies to Peter Arno

WBBM deserves a place in the hall of fame as the only radio station in Chicago never to place first in a popularity survey (except those we had made ourselves, which we always won—don't be silly).

So somehow we'll just have to struggle along playing second fiddle and be content with doing all the business. It's tough and something should be done about it.

We sometimes feel there might be a slight ray of hope in the fact that we consistently carry more local and spot timeage than all other major stations in Chicago combined. And then, too, we have contract renewals of over 70% and occasionally we try to console ourselves by reasoning that more satisfied advertisers might possibly mean a larger and more responsive audience—and that ought to count for something.

But then about this time, in walks some eastern time buyer—whips out a sheaf of papers—and says, "I see you didn't win the Crosley survey—how come you can't clear time for Phillip's Petroleum." Really, it's disheartening.

Still on the one hand surveys may be mighty fine things, yes sir. They provide employment for civil engineers, and uncivil radio experts who call people up at all hours of the day and night to ask if their radio is turned on—and if so to whom and why—as if anybody cares.

Then, on the other hand, surveys may be a lot of spinach. So what the HELL?

The Air Theatre

25,000 Watts
770 Kilocycles
Clear Channel

• **WBBM** • **Chicago**

Western Key Station of the Columbia Broadcasting System

HERBERT L. CLARKE, veteran bandsman and director of the municipal band at Long Beach, Cal., on Nov. 30 participated in his 11,344th program over KGER. That date marked the seventh anniversary of the band programs over that station. Previously, it had been heard via KFON (now KFOX).

AMONG UNIQUE sound effect appliances, KYA, San Francisco, nominates for honorable mention the vacuum cleaner (without bag) used on a fire department program recently. By moving the vacuum cleaner back and forth before the microphone, an excellent imitation of fire engines was obtained.

FIRST ANNIVERSARY of KFWB, Hollywood, Cal., Franco Baking Co.'s "Hi-Jinks," Nov. 6, played to a packed house of 8,000 in the Shrine Auditorium, Los Angeles. Overflow made it necessary to repeat the show on the 13th with the second showing including 1500 growers at the opening of the annual food show next door.

DURING the recent presidential election, WGAL, Lancaster, Pa., took its listeners direct to the polls for an election broadcast. Microphones were placed at the poll—a few feet away from the automatic voting machines and election officials—and an announcer gave the audience a vivid description of the voting. Election officials and voters were called upon to say a few words concerning the balloting.

"GRAND OLD OPRY" titles a Tennessee hillbilly program on WSM, Nashville, which celebrated its seventh year on the air Dec. 10 with a four-hour program.

UNDER the sponsorship of school administrations in San Francisco, Berkeley, Oakland and Alameda, the "Bay District School Broadcast" program is being carried by KYA, San Francisco, twice weekly. The courses of instruction, prepared by the school authorities, are designed for low fifth and low sixth grade pupils.

WOL, Washington, celebrated its tenth birthday Dec. 10 with a special program lasting all evening.

KGGC, San Francisco, has moved its headquarters and studios to 1441 Ellis St., San Francisco.

WHP Wins Time

WHP, Harrisburg, Pa., was authorized by the Radio Commission Dec. 9 to increase its operation time at the expense of WBAK, Harrisburg, operated by the Commonwealth of Pennsylvania. Under the decision, WHP will share only with WCAH, Columbia, O., at night on the 1430 kc. channel, whereas formerly all three stations shared. An appeal to the courts is contemplated by WBAK.

A.N.P.A. Resolution Hits News by Radio

AS A PRELIMINARY to the report on radio-press relationship which will be submitted to the American Newspaper Publishers Association's annual meeting next April, the A.N.P.A. board of directors, meeting in New York Dec. 5 and 6, announced adoption of a series of resolutions presented by its committee on radio. The committee is headed by E. H. Harris, RICHMOND (Ind.) PALLADIUM & ITEM, and includes James G. Stahlman, NASHVILLE BANNER; John Cowles, DES MOINES REGISTER & TRIBUNE, and Edwin S. Friendly, NEW YORK SUN.

The resolutions recite that national news-gathering organizations should not sell or give away news for use in advance of publications; that individual newspapers owning or affiliated with broadcasting stations should give proper credit to such news-gathering organizations for use of bulletins, which should all be in the nature of brief announcements only; that news-gathering organizations should immediately prescribe policies respecting radio and authorize their executives to act upon complaints of violations of such policies; that news-gathering organizations should not sell or give their news away to telephone or telegraph companies; that publishers urge enactment of the Davis bill making radio amenable to the same penalties regarding lotteries and schemes of chance that apply to newspapers; that publishers take steps to protect their property rights in news, and that the A. N. P. A. radio committee receive suggestions and complaints from publishers for the final report next spring.

The A. N. P. A. recently decided to set up sub-committees in each state to consider the press-radio problem, one member of three in each state to be connected with radio.

AN INQUIRY into the newspaper-radio situation was decided upon at a recent meeting of the Texas Managing Editors' Association, and a special committee will be appointed by its newly elected president, Dean Chenoweth, of the SAN ANGELO STANDARD-TIMES, which is affiliated with KGKL.

Good Programs Deserve
EFFECTIVE MERCHANDISING

KMBC
Offers Both
ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS
MIDLAND BROADCASTING CO.
Kansas City, Missouri

Commission Reviews the Year

(*Continued from page 12*)

Mr. Patrick

of the legal division was reported by Duke M. Patrick, general counsel. The division rendered 6,242 opinions as against 5,679 the preceding year. The division also framed the issues in the 1,035 cases designated for formal hearing and undertook 424 investigations based on complaints received from both unofficial and official sources. In addition, numerous investigations were made as to the propriety of particular programs involving lotteries, fortune telling, medical advice, improper language and misleading or deceptive advertising.

Out of the 424 investigations the legal division found in 145 cases that complaints were not justified; in 94 cases the complaint of conditions were corrected, in 28 cases the stations were warned to discontinue certain practices, in 59 cases formal hearings were held and in 69 cases licenses were revoked or surrendered. Twenty-nine cases were still pending at the close of the fiscal year.

In criminal litigation, involving operations of "outlaw" stations and other illegal operations, Mr. Patrick reported decisions in five cases during the year, handled by the Department of Justice, definitely established the legal proposition that it is a crime under the radio act to operate a radio station without a license from the Commission. At the end of the fiscal year there were pending for trial nine criminal cases. Some 50 other cases were investigated by the Commission.

In Appellate Courts

REVIEWING litigation, Mr. Patrick brought out that the nine cases finally decided during the fiscal year by the Court of Appeals of the District of Columbia on appeals from Commission decisions, all affirmed the Commission. During the year 39 cases were filed in that court, 16 of which are still pending; 19 were dismissed and four decided (the five other decisions having been on cases appealed during the preceding fiscal year). Two injunction proceedings started in the District of Columbia Supreme Court were dismissed. One suit filed in the Circuit Court of Appeals at Chicago was dismissed, and two applications for certiorari made to the United States Supreme Court were denied. The total number of cases pending at the end of the fiscal year was 22, the same number as last year, although 44 new cases were filed in 1932 as against 25 in 1931.

In the engineering division report, Dr. C. B. Jolliffe, chief engineer, declared that during the past two years, the equipment in broadcast stations has been completely modernized and stations are now being operated in accordance with "modern engineering principles." He attributed this to the series of technical regulations which required the rebuilding or replacement of many obsolete transmitters, installation of visual frequency monitors and reduction of frequency deviations.

Industry Praised

DISCUSSING technical improvements in broadcasting, Dr. Jolliffe complimented the manufacturing industry.

Dr. Jolliffe

"In the design of new equipment there were incorporated not only improvements to meet the regulations of the commission but also those developments which have been the result of recent laboratory research," he said. "These improvements have made it possible for broadcast stations to deliver to the listening audience more faithful reproductions of the original programs with a material reduction of interference."

Very marked improvement has resulted from the order reducing permissable frequency deviation, Dr. Jolliffe said. He pointed out, however, that this improvement in frequency maintenance does not make possible the establishment of more broadcast stations, but reduces the interference of existing stations and increases the service area of all those stations that operate on frequencies used at night by more than one station.

Before the usefulness of directional antennas, which received initial test during the year, can be finally determined, further tests are necessary, Dr. Jolliffe declared. He said much study has been given to antenna design as a means of improving service, and that one such directional installation has shown promising results.

Station Coverage

REGARDING station coverage surveys, Dr. Jolliffe said:

"Broadcast station licensees have shown much interest in determining the actual area served by their stations. Such a survey is obtained by engineering measurements of the field intensities produced by the station and the amount of noise existing in the area. From these data and the data available from the Census Bureau, it is possible to determine the potential audience of the station. Some of these studies have disclosed that stations do not give satisfactory coverage of the areas they are intended to serve and indicated the reason. Certain stations have made minor changes of location, antenna design, etc., which have improved the service materially."

The basic plan of allocation of broadcast facilities has remained unchanged, Dr. Jolliffe declared, although changes have been made in station assignments from time to time upon applications and as the result of hearings. Asserting that the principal form of interference is caused by the simultaneous operation of stations on the same frequency at night, he pointed out that since 1927, when the Commission was created, the number of stations operating simultaneously

at night has been reduced from 565 to 397. In 1927 there were 681 transmitters licensed as against 604 in 1932. At the end of the last fiscal year, 420 stations were operating simultaneously at night as against the 1932 total of 397.

Standards Defended

REGARDING engineering standards used in the allocation of frequencies, Dr. Jolliffe explained that this subject was discussed in the last annual report. The standards, he added, must necessarily change with the development of the art and the accumulation and interpretation of additional data. While the standards have been the subject of much discussion between engineers, much thought has been given to the basis used and the results obtained, he said, and there has been rather general agreement that on the average they are fair and represent a "fair estimate" of average conditions in the United States. But because more accurate standards are desirable, the Commission has inaugurated an intensive study of the whole subject, the results of which will be published as soon as sompleted. The study should make available the application of the latest developments in this field to the engineering problems of the Commission, he said.

Reproduced in the report is the article prepared by Andrew D. Ring, broadcast engineer of the Commission on location of transmitters of broadcast stations. This subject was covered by Mr. Ring in an article in the January 1 issue of BROADCASTING.

Yost on Hearings

ELLIS A. YOST, chief examiner, reported that the recommendations made by examiners in the 239 hearings conducted during the fiscal year were followed by the Commission in approximately 86 per cent of the cases. During the preceding year 317 hearings were held, but Mr. Yost declared that the decrease did not result in a smaller amount of work because the issues presented became increasingly complex and difficult, involving orders revoking existing licenses as well as applications for new construction and additional facilities. Precedents established by the courts and the Commission, he said, eliminated from the hearing docket many applications which otherwise would have been heard.

Million-Watt Radio Planned in Russia

Dr. Cohen Says 5-Year Plan Will Add 20,000,000 Sets

Dr. Cohen

THAT the Soviet Weak Current Trust, in charge of production of all communications equipment for the Russian government, is considering the erection of a 1,000,000-watt broadcast transmitter near Moscow, is reported by Dr. Louis Cohen, noted American radio scientist, who has just returned from Russia, where he was called as a consultant on radio. Dr. Cohen stated that the station is to be built only if a conference of radio executives of the government to be held this month decides that the added service range makes its construction economically feasible.

Dr. Cohen also reported that a new 500,000 watt station near Moscow is about ready to go into operation, the Soviets having completed development of a new 200 kw. transmitting tube. Russia already has five 100,000-watt broadcasters, the first of which was an RCA installation, and ten more are to be built under the new Five Year Plan that started in November.

There are also 50 to 60 stations of powers from 2,000 to 25,000 watts, Dr. Cohen reported. Radio reception is largely through central pickups which relay via wires to some 3,000,000 so-called "receiving points" which are simply loud speakers allowing choices of three programs. The new Five Year Plan calls for 20,000,000 more such "receiving points," all equipment to be built by the government's factories.

Plans are also under way to erect about 1,000 short-wave stations for long-distance radiotelephone service, linking up the local phone systems in the communities of Russia.

As for programs, Dr. Cohen said they are mostly of a high order, containing only about 7 per cent political propaganda as compared with 25 to 30 per cent a few years ago. A specialty is made of the finer music, and operas and concerts are regularly broadcast. Dr. Cohen said he heard no jazz music at all.

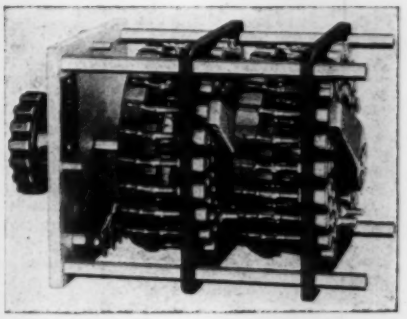
A Master Gain Control

Low Noise Level

Panel at Ground Potential

Positive Grip Knob

Negligible Frequency Error



Type 552 Volume Controls are available in T- and H-sections with impedances of 200 or 500 ohms, and in L-sections with impedances of 50, 200, or 500 ohms.

Total attenuation 30 db. in steps of 1.5 db.

PRICES:

L-type	$28.00
T-type	34.00
H-type	48.00

For Microphone Mixer Circuits

Type 652 Volume Control

is a slide-wire type of attenuator combining compactness and low cost with excellent electrical and mechanical properties. It uses a ladder-type network which has a linear attenuation characteristic and nearly constant impedance. The noise level is extremely low.

Impedance: 50, 200, or 500 ohms.

Infinite Attenuation: linear from 0 to 45 decibels.

PRICE: $12.50

For complete details, address the General Radio Company, Cambridge, Massachusetts.

GENERAL RADIO CO.

INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. *Phone:* Stewart 2180

CHICAGO, ILLINOIS

". . . the mighty drama of television, related in clear colorful strokes!"—THE BILLBOARD

THE OUTLOOK for TELEVISION

By Orrin E. Dunlap, Jr.
Radio Editor, N. Y. Times

A thoughtful, far-seeing picture of what we may expect from television, where it now stands and where it is going.

Here, in clear, simple language are explained the technical and scientific principles on which it rests, and the obstacles which it must overcome.

Eight of the country's leading authorities including Bruce Barton, Lee De Forest, S. I. Rothafel, Major-General Harbord, Colonel Theodore Roosevelt, Richard E. Byrd, Dr. George B. Cutten, Bishop Freeman tell you how television will affect the newspapers, advertising, theatres, education, war, religion and politics. $4.00

"A wealth of information for all whose livelihood is concerned with broadcasting."—Boston Transcript.

▪▪ RADIO IN ADVERTISING

By Orrin E. Dunlap, Jr.
Radio Editor, N. Y. Times

The radio editor of the N. Y. TIMES here deals with the present status and possibilities of advertising over the radio. He draws extensively on current practice, discusses in detail programs, continuities and rates. He explains the most recent methods of successful broadcasters, giving their radio merchandising methods, their experiences with these methods, and the results of their research. $5.00

"A highly valuable guide for the client, the prospective client, the advertising salesman. It is stuffed with facts, and its predictions are always based on logic."—N. Y. Times

FREE EXAMINATION COUPON

HARPER & BROTHERS,
49 East 33rd Street, New York

Gentlemen: Please send me copy of

☐ THE OUTLOOK FOR TELEVISION—$4.00
☐ RADIO IN ADVERTISING—$5.00
☐ I agree to remit $..... in 10 days or return book(s).
☐ Check enclosed.
☐ Send C. O. D.

Name.....

Address.....

Business Connection.....

On Exploiting Stations

(Continued from page 11)

paper or the theater. It is suggested that the radio stations have a promotion manager of equal calibre to that employed by newspapers and theatrical enterprises, so that many of these tie-ups can be initiated by the radio station.

The series of programs known as "Today's Best Story," presented by WJR, Detroit, from the editorial rooms of the DETROIT TIMES and from other remote control points, in which the big story of the day was dramatized through interviews with criminals, famous people, boy heroes, etc., was the signal for many other newspapers and stations to adopt the same form of news reporting on the air under the sponsorship of a local newspaper.

Re Trade Papers

IN LEAVING this subject of publicity activities, too much stress cannot be placed at this point on the advantage of securing publicity in the trade publications of the broadcasting industry. The promotional activities of a radio station are generally well known to the local and regional audience of a station through the loudspeakers of its listeners, and through the publicity derived from the local newspapers. However, all too often this news is kept secret from national advertisers and agencies in New York, Chicago and other cities because the station has hidden its light under a bushel, so far as the trade publications are concerned.

Letters tell some of these stories and parts of these stories, but news treatment under magazine headlines with illustrations published in the aforementioned radio broadcasting journals, will do much to carry the story of the aggressiveness of the individual station to the national advertiser. It may be said that the editors of these publications welcome and encourage the receipt of this material from the stations on a regular basis, and that too little attention is given by the station in fulfilling this need.

I wish to make a plea for the united support by radio stations of these trade publications, and a more aggressive interest taken in providing such publications with the stories of successful local campaigns.

Using Station Itself

ENTIRELY aside from paid advertising and publicity originating from the radio stations is a field of activity in radio station promotion which is being better developed almost monthly. That is in the use of the broadcasting vehicle itself in building up a larger audience and greater interest in local and national programs.

The first of these is the use by many stations of programs spotted every three or four hours throughout the day known as "dial-setter" programs which attract a large mass of listeners to the radio with the hope of keeping the dial set on that particular station for some time to come. Generally speaking, these are in the nature of a correct-time program early in the morning, some program of a distinct feminine touch or appeal in the mid-morning, a program such as the National Farm and Home Hour of rural appeal around noon, a program of entertainment for shut-ins in the afternoon, a children's hour in the late afternoon or early evening, a family continued story hour on a subject of popular appeal such as "Family Life" near the dinner hour, and a frolic type of program in the late evening hours. Most of these dial setters are daily affairs and are known to attract thousands of listeners to the dials at these particular hours day after day. I believe they have been largely accountable for the increased average use of the radio set from two hours in 1928 to more than four hours a day today.

Program reviews are in pretty general use today by broadcasting stations. They serve to remind the listener of what is to be broadcast over the station on that evening, or perhaps for the next twenty-four hours. Some stations have program reviews every five or six hours.

WBT, Charlotte, presents a daily program from 7:30 to 8 o'clock sketching commercial and sustaining programs available for sale, and interesting tidbits about radio entertainers, together with three 1/4-hour periods each week at 8 p. m.

Behind the Scenes

THERE has been an increased and increasing use of the idea of taking the listener behind the scenes in the radio station. More than two years ago at WJR, we inaugurated a daily 15-minute program whereby Leo Fitzpatrick, our general manager, appeared each day to answer the questions sent in by the radio audience: "Why was a certain program now off the air?" "What is an electrical transcription?" "How old is Norman White?" "Does Prudence Butterfield have blue or brown eyes?" "Who takes the part of King Fish in Amos 'n' Andy?"

Both networks have recently instituted similar programs. Nellie Revell's NBC series on Wednesday nights introduces one or two famous network artists, and Miss Revell tells something of the life and career of the artist. Columbia's "Meet the Artists" series, weekly in the afternoons, is doing an excellent job along the same lines.

Aside from any commercial contests which it seems have cluttered up radio schedules of the present day, along with the attendant giveaways, etc., many stations still find that this type of promotion provides an avenue of quick contact and acquaintanceship with the public obtainable in no other way.

The CHICAGO TRIBUNE'S "100-Hour Club" published the names of all listeners who had listened 100 hours or more to WGN, and this numbered thousands in the course of the years in which it was in operation.

While the policy of giving away photographs and booklets, including portraits and descriptive material of artists and other human-interest facts about stations and their programs has been somewhat discontinued in the past few years, it is a plan frequently revived and one which often causes station office workers much overtime, work and worry getting the thousands of photographs, post cards and booklets into the mail. Many stations have found it profitable to sell this material at a small cost. The fact that many listeners have scrap books or files of photographs of artists and clippings from newspapers about them, testifies to their good use.

On Public Service

THE GROWING usefulness of broadcasting as a medium of public service has served to make vast numbers of public individuals more radio-conscious. Today, hardly an event occurs where people are gathered in large numbers, that a radio microphone is not on the rostrum, on the sidelines or at some point of vantage. Broadcasting of luncheons, Rotary, Kiwanis, Exchange and Advertising Clubs, and other luncheon clubs' programs, broadcasting of civic and community meetings, together with county and state fairs have been increasing in number. Broadcasting of parades, circuses, street demonstrations, and interviews with people on the street, as we recently attempted in Cleveland many months ago, have all served to make the public more radio-conscious and to put the call letters of the stations engaging in these enterprises on the lips of more and more people.

Station WHK of Cleveland, established a wonderful contact with the people of Cleveland through the presentation of a program of its artists on the stage of the Loew's State Theater in Cleveland, and our station accomplished the same thing with a WGAR week at the RKO Palace Theater, where our artists played in person.

The regular Saturday night barn dances of WLS, Chicago, are staged by the station at a Chicago theater which is leased by the station and two performances weekly are presented with the entire cast, and admission fee is charged. This has proven to be a profitable venture for the station and its artists, since standing room only is the situation every Saturday night.

Other Promotion Schemes

KHJ, Los Angeles, presents the "Merrymakers" and invites the listening audience to visit the studios to see this program actually put on the air. This station also does a great deal of broadcasting from the Shrine Auditorium, County Fairs, etc., with a view toward familiarizing their audience with their station.

WWNC, Asheville, N. C., presented a "General Motors Automobile Show" in September from a centrally-located building, where a 30-minute daily broadcast was given.

KTBS, Shreveport, La., had a broadcasting booth at the Louisiana State Fair, together with interesting displays showing pictures of artists and information about local and network programs.

WMCA, New York, has been es-

pecially noted for its broadcast of local events for New Yorkers from the big arenas, of sports, theatricals, etc.

Nearly every radio station has done something spectacular along this line, and radio shows, which because of the depression were not so common this year, have also served to bring the public in closer touch with the studio activities through the personal appearance of artists in crystal studios and on stages at such exhibits.

As to Results

IT IS DIFFICULT to trace direct results in increased business toward all of these forms of promotion, whether they are paid advertising or publicity. No one can study this field without grasping its magnitude—the millions of dollars and the hours of effort devoted toward the two chief objectives of station promotion which are increasing the size of the audience and increasing the amount of business—without feeling that all of this has served not only to build the radio broadcasting industry into a gigantic enterprise, but has served to put dozens of broadcast stations on a sound and profitable basis.

Without attempting to state how much can be expected from an aggressive promotional campaign for your station, I am convinced that without one, you cannot succeed, financially or otherwise.

In handing me the subject of Station Promotion, the chairman of the Commercial Section of the association suggested that I get some information about open-time bureaus and their effectiveness. My study of this field would indicate that this has no very prominent place in radio station promotion, and after a series of discussions and much correspondence between branch office representatives, time brokers and agencies, I find that there is actually no need for such a thing as the open-time bureau, which cannot be supplied by quick reference, telegram or telephone to the radio station management or commercial department.

A NATIONAL contest for non-professional song writers is being staged by ORCHESTRA WORLD, New York, with Paul Whiteman, Rudy Vallee, Guy Lombardo, Ben Bernie and Isham Jones acting as judges. Full particulars are carried in the November issue of the periodical.

Radio vs. ASCAP

(*Continued from page 18*)

rick Martens, George W. Meyer, Sigmond Romberg, Oley Speaks, Will von Tilzer, Harry Warren, and Joseph Young, composers.

"It is particularly interesting to note that out of 271 numbers on the current list of ASCAP 'restrictions,' 219 or 81 per cent are controlled by members of the board of directors of ASCAP.

"Reports from New York indicate that ASCAP is becoming aggressive against other victims besides broadcasters. These include hotels, theatres, cabarets and other places of entertainment as well as drug stores and even bootblacks who use radio sets to entertain their customers. One of the most recent forms of this activity has been a demand for ASCAP licenses from the operator of 'sound trucks' using radio receiving sets. If there are any such victims in your vicinity, I would suggest that you advise them to lay their cases before their Congressmen. I should also appreciate detailed information concerning such complaints. It is highly important that every phase of copyright racketeering be given the benefits of public attention."

Shuler's New Appeal

APPEAL of the Shuler case, raising the issues of free speech and property rights, to the Supreme Court of the United States, was sought in a petition filed Dec. 14 by Louis G. Caldwell, Shuler counsel. The Court of Appeals of the District of Columbia on Nov. 28, sustained the Radio Commission's order deleting KGEF, of Los Angeles, more than a year ago. On Dec. 10, Mr. Caldwell procured from the Court of Appeals a stay of mandate, which prevents the Commission from erasing from the records the KGEF assignment while the litigation is pending, although the station has been off the air since last year, and KFAC, Los Angeles, has been using full time on the wave.

The appeal of KDYL, Salt Lake City, from the Commission's decision granting KLO permission to move from Ogden to Salt Lake City has been dismissed by the Court of Appeals on motion of KDYL counsel.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

fifty thousand of 'em came— in one day

to the National Corn Husking Contest

Another World's record was broken November 10th on the Peterson farm, near Galva, Ill. This time by Carl Seiler of Oneida, Ill., who made the remarkable score of 36.914 bu. in 80 minutes (that's about 46 ears a minute), beating the former National Champion, Elmer Williams of Kewanee, Ill., whose 1931 record was 35.8 bu. per hour.

What a wonderful achievement! 50,000 farmers attended the National Corn Husking Contest at the invitation of WLS cooperating with the farm papers of the cornbelt. Doesn't that again emphasize the fact that WLS has a responsive audience? And that's only one-tenth the story—there are ten times more than these 50,000 farm folks who listen and keep on listening to WLS. Let us tell you more about it!

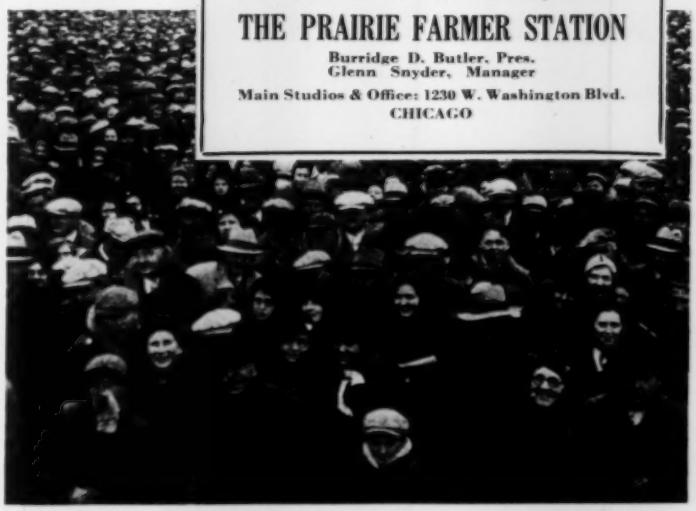
WLS

50,000 Watts . 870 Kilocycles

THE PRAIRIE FARMER STATION

Burridge D. Butler, Pres.
Glenn Snyder, Manager

Main Studios & Office: 1230 W. Washington Blvd.
CHICAGO



PART of the NATIONAL CORN HUSKING CONTEST CROWD

XUM

ACTIONS OF THE

FEDERAL RADIO COMMISSION

DECEMBER 1 TO DECEMBER 14 INCLUSIVE

Applications . . .

DECEMBER 3

WBBC, Brooklyn, N. Y.—Modification of license to change hours of operation from share with WLTH, WCGU and WFOX to share with WLTH and WFOX; requests facilities of WCGU, Brooklyn.

NEW, El Dorado, Ark.—News-Times Publishing Co. for CP to use 1500 kc., 50 w., D.

KTHS, Hot Springs National Park, Ark.—Special authority to operate on 970 kc. D, 1040 kc. night, 8 hours D; share KRLD night, experimentally, amended to eliminate request to be allowed to operate minimum of 5 hours daily during time using 970 kc.

WSB, Atlanta—Modification of CP issued 11-17-31 to extend date of completion to 3-17-33.

NEW, Salinas, Calif.—W. L. Gleeson for CP to use 1210 kc., 100 w., unlimited hours (quota units formerly assigned to KMJ, Fresno, Cal.) resubmitted and amended to omit request for quota units formerly assigned KMJ.

KGFL, Raton, N. M.—Modification of CP issued 5-17-32 to change location of transmitter and studio to Roswell, N. M., amended to give exact transmitter location 511 W. 16th St. and studio 120 E. Third St., Roswell, N. M

DECEMBER 4

NEW, Newport, R. I.—John E. McGoff, Julius Schaeffer, Francis Thurston, for CP to use 1500 kc., 100 w., nine hours a day.

WGAL, Lancaster, Pa.—CP to make changes in equipment and increase operating power from 100 w. to 100 w. night, 250 w. day; power to be reduced two hours prior to local sunset.

WAZL, Hazleton, Pa.—Voluntary assignment of CP granted 9-13-32 for new station to Hazleton Broadcasting Service, Inc.

NEW, Altoona, Pa.—Altoona Broadcasting Corp. for CP to use 620 kc., 1 kw. D hours.

WFBC, Greenville, S. C.—Voluntary assignment of CP granted 11-22-32 to Greenville-News-Piedmont Co.

NEW, Florence, Ala—Kathryn Jones for CP to use 1420 kc., 100 w. D.

KWWG, Brownsville, Tex.—Install frequency control.

WJBO, New Orleans—Voluntary assignment of license to Baton Rouge Broadcasting Co., Inc.; also CP to move transmitter and studio to Baton Rouge, La., to install new transmitter and other changes in equipment.

DECEMBER 7

NEW, Newark, N. J.—Radio Investment Co., Inc. for CP to use 1450 kc., 250 w., share with WHOM; to use ¼ time. Requests facilities of WBMS, Hackensack, N. J.

WRBX, Roanoke, Va.—Modification of license to change hours from shares equally with WHIS to share time with WHIS, resubmitted without change.

NEW, Shreveport, La.—International Broadcasting Corp., for CP to use 850 kc., 10 w., hours now used by KWKH, which are: Daily except Sunday, 6 a.m. to 8 a.m., 8:30 p.m. to 12 midnight; Sundays, 7:45 p.m. to 12 midnight (during Lent) 9 p.m. to 12 midnight. Requests all facilities of KWKH, Shreveport, La.

WTAQ, Eau Claire, Wis.—Modification of license to change hours from shares with KSCJ to share 7 a.m. to 8 p.m. in order to provide for simultaneous day operation with KSCJ to local sunset.

KXL, Portland, Ore.—License to cover CP issued 8-30-32 to move main transmitter in building; also license to cover CP issued 8-30-32 to move auxiliary transmitter in same building.

NEW, Lowell, Ariz.—Copper Electric Co., Inc. for CP to use 1110 kc., 50 w., unlimited hours resubmitted and amended as to transmitter and studio location, frequency, power and hours. Now requests 1200 kc., 100 w., D. (Studio location formerly requested was Bisbee, Ariz.)

W6XS, Los Angeles—License covering CP for 2100-2200 kc., 1 kw., (visual broadcasting).

DECEMBER 10

WFOX, Brooklyn, N. Y.—Modification of license to change hours of operation from shares with WCGU, WLTH, and WBBC to shares with WLTH and WBBC; requests facilities and hours of WCGU, Brooklyn.

WLTH, Brooklyn—Modification of license to change hours of operation from shares with WCGU, WFOX and WBBC to share with WFOX and WBBC; requests facilities and hours of WCGU, Brooklyn.

WHDH, Boston—Determine operating power by direct antenna measurement.

WBMS, Hackensack, N. J.—Involuntary assignment of license from WBMS Broadcasting Corp.

WTAQ, Eau Claire, Wis.—Install automatic frequency control.

KSCJ, Sioux City, Ia.—Modification of license to change hours from shares with WTAQ to 7:30 a.m. to local sunset, simultaneous day operation with WRAQ, divide time with WTAQ after local sunset.

WTRC, Marion, Ind.—CP to change equipment, increase operating power from 50 to 100 w. amended to request 50 w. night, 100 w. LS.

KSTP, St. Paul, Minn.—CP to make changes in equipment, increase operating power from 10 kw. to 10 kw. night, 25 kw. to LS.

KFSG, Los Angeles—Modification of license to use KRKD's transmitter at same location as main transmitter for KFSG.

KRKD, Los Angeles—Modification of license to cover change of name only to Fireside Broadcasting Co.

DECEMBER 13

WBAL, Baltimore—CP to move transmitter from Glen Morris, Md., to Mortimer Ave. and Western Maryland R.R., Baltimore; install new antenna system.

WJW, Akron, O.—Voluntary assignment of license to WJW, Inc.

NEW, Hamilton, Ohio—William L. Slade for CP to use 1420 kc., 100 w., unlimited time.

WTSL, Laurel, Miss.—CP to make changes in equipment.

WMBD, Peoria, Ill.—Modification of license to change hours of operation from shares with WTAD to unlimited; requests facilities of WTAD, Quincy, Ill.

KGEK, Yuma, Col.—CP to move transmitter and studio from Yuma to Fort Collins, Col., change in specified hours of operation and changes in equipment.

KVOA, Tucson, Ariz.—Voluntary assignment of license to Arizona Broadcasting Co., Inc.

KIEM, Eureka, Cal.—Modification of CP issued 9-13-32 for approval of transmitter and studio location at Vance Hotel, Eureka, Cal., and to extend date of completion.

KRKD, Los Angeles—License to cover CP issued 10-25-32 for local move of transmitter.

KFSG, Los Angeles—Modification of license for authority to use transmitter as auxiliary.

KGDM, Stockton, Cal.—Modification of license to change hours from D. to D. and 12 midnight to 6 a.m.

Applications returned: NEW, A. H. Wherry, Chester, S. C.—CP to use 1120 kc., 50 w. D.; NEW, W. E. Riker, Holy City, Cal—CP to use 1350 kc., 300 w. D., Sundays only.

Decisions . . .

DECEMBER 2

WMBG, Richmond, Va.—Granted renewal of license for auxiliary transmitter.

KFXJ, Grand Junction, Col.—Granted modification of license to change frequency from 1310 to 1200 kc.

KCRJ, Jerome, Ariz.—Granted modification of license to change hours of operation from daily: 7:30 to 10 a.m.; 12 noon to 1 p.m.; 3:30 p.m. to local sunset, MST, to: 7:30 to 9:30 a.m.; 12 noon to 1 p.m.; 3 p.m. to local sunset, MST.

KOCW, Chickasha, Okla.—Granted consent to voluntary assignment of license to J. T. Griffin.

KOCW, Chickasha, Okla.—Granted CP to move transmitter and studio locally, and install new equipment.

KTSA, San Antonio, Tex.—Granted consent to voluntary assignment of license to southwest Broadcasting Co.

WGST, Atlanta, Ga.—Granted license 890 kc., 250 w., night, 500 w., D, unlimited time.

WEHC, Emory, Va.—Granted authority to remain silent pending action on application to move to Charlottesville, which was designated for hearing on Nov. 22, because of protest filed by WLVA.

WHDH, Boston—Granted 10-day extension of program test period, pending action on application for license.

KFNF, Shenandoah, Ia.—Granted special authority to continue using time assigned but not used by stations WILL and KUSD, until Dec. 31, 1932.

Applications dismissed at request of applicants: WCSC, Charleston, S. C.—Modification license 1450 kc., 500 w., unlimited time; WTFI, Athens, Ga.—CP 1360 kc., 500 w., unlimited (facilities of WCSC); KLO, Ogden, Utah—CP 1400 kc., 500 w., unlimited time; NEW, Ogden, Utah—CP 1400 kc., 500 w., unlimited time.

NEW, Rapid City, S. D. (Ex. Rep. 430)—Denied by default application for new station to operate on 570 kc., 1 kw., to share with WNAX, sustaining Chief Examiner Yost.

WNAX, Yankton, S. D.—Granted renewal of license, 570 kc. 1 kw. power, unlimited time, sustaining Examiner Yost.

KQV, Pittsburgh, (Ex. Rep. 412)—Granted renewal of license, 1380 kc., 500 w., power D hours, share with WSMK at night; denied modification of license to operate unlimited time, sustaining Chief Examiner Yost.

WSMK, Dayton, O.—Granted renewal of license to operate on 1380 kc., 200 w., D hours, share with KQV at night; denied modification of license to operate unlimited time, reversing Examiner Yost.

KGRS, Amarillo, Tex. (Ex. Rep. 423)—Denied modification of license to change specified hours to different specified hours of operation, on 1410 kc., 1 kw., power, reversing Examiner Hyde.

DECEMBER 7

KMJ, Fresno, Cal.—Granted modification of CP to extend completion date to Dec. 22, 1932.

KFJM, Grand Forks, N. D.—Granted extension to Dec. 31 of the working of Rule 145.

WBBC, Brooklyn, N. Y.—Granted license covering changes in auxiliary transmitter, 1400 kc., 500 w.

KFJB, Marshalltown, Ia.—Granted authority to install automatic frequency control.

WMAS, Springfield, Mass.—Granted authority for direct measurement of antenna power.

KREG, Santa Ana, Cal.—Granted renewal of license, 1500 kc., 100 w., unlimited time, also granted consent to voluntary assignment of license to The Voice of The Orange Empire, Inc., Ltd.

KRKD, Los Angeles—Granted authority to operate 30-day program test period in accordance with terms of CP without operating the usual 10-day equipment test period.

KFSG, Los Angeles—Granted authority to use transmitter of station KRKD during program test period, and pending filing of formal application to use equipment of KRKD as main transmitter, and present equipment of KFSG as an auxiliary.

WDEV, Waterbury, Vt.—Granted 30-day extension of program test period, pending action on license application.

KSO, Des Moines—Granted 30-day extension of program test period, pending action on license application.

Set for hearing: NEW, The Building Industries Broadcasting Co., Cincinnati,—Requests CP 900 kc., 250 w., D hours of operation.

DECEMBER 9

WFBC, Greenville, S. C.—Granted consent to voluntary assignment of CP to Greenville-News Piedmont Co.

KICA, Clovis, N. M.—Granted consent to voluntary assignment of license to Southwest Broadcasting Co.

WSYB, Rutland, Vt.—Granted special authority to operate from 11 a.m. to 12 noon, EST, on Sundays only, for remainder of license period.

KABC, San Antonio, Tex.—Application for renewal of license set for hearing and temporary license granted subject to such action as the Commission may take on pending application for renewal.

Set for hearing: KARK, Little Rock, Ark.—Renewal of license; WLTH, Brooklyn—Request modification of license to change hours of operation to sharing with WFOX and WBBC only (facilities of WCGU), also application to share with WLTH and WFOX; WFOX, Brooklyn—Requests modification of license to change hours to share with WLTH and WBBC only (facilities of WCGU); KGIX, Las Vegas, Nev.—Renewal of license and CP to install new equipment.

Applications, heretofore set for hearing, dismissed at request of applicants: NEW, Lansing Broadcasting Co., Lansing, Mich.—CP 1210 kc., 100 w. unlimited time; WSPA, Spartanburg, S. C.—Modification license 590 kc., 250 w. unlimited time; KOY, Phoenix, Ariz.—Modification license 1390 kc., 500 w. 1 kw., LS unlimited time.

WHP, Harrisburg, Pa. (Ex. Rep. 404)—Granted in part modification of license to permit D operation of WHP during all hours not allocated for use of WBAK, and sharing time with WCAH, Columbus, O., only at night.

WBAK, Harrisburg, Pa.—Granted renewal of license to permit the operation of station during specified hours.

WGAR, Cleveland, (Ex. Rep. 419)—Granted modification of license to operate with 1 kw. power during D, on 1450 kc.; 500 w. night, sustaining Examiner Hyde.

WHK, Cleveland, (Fx. Rep. 420)—Granted modification of license to operate with 2½ kw. power during D, upon condition that the authority to use the additional D power may be withdrawn without advance notice or hearing if objectionable interference results with the service of KQV. Examiner Hyde sustained.

(Concluded on page 29)

Washington Visitors*

David Sarnoff, RCA, New York
Joe A. Chambers, WLW, Cincinnati
Walter J. Damm, WTMJ, Milwaukee
Stanley Hubbard, KSTP, St. Paul
Charles Chatterton and John C. Kendall, KGW, Portland, Ore.
George B. Storer, CKOK, Windsor-Detroit
Alfred F. Kleindienst and Ted Hill, Worcester, Mass.
Walter C. Evans and Judge J. J. Jackson, Westinghouse, Pittsburgh
Frank Falknor, Doolittle & Falknor, Chicago
A. G. Lincoln and W. F. Ludgate, KSD, St. Louis
Roy Thompson, WLBG, Altoona, Pa.
George W. Norton, Jr., and George Jaspert, WLAP, Louisville, Ky.
L. A. Benson and A. B. Hendry, WIL, St Louis
D. E. Kendrick, and L. L. Jaquier, WFIW, Hopkinsville, Ky.
Charles G. Dawes, James Carpenter and William E. Vogelback, WKBF, Indianapolis, Ind.
Ralph Atlass, WJKS, Gary, Ind.
Frederick R. Huber, Alfred P. Ramsey and G. W. Cooke, WBAL, Baltimore
Edward Klauber, CBS, New York
William L. Foss and Lita Wooton, WMAS, Springfield, Mass.
W. T. Hamilton, Tampa, Fla.
R. M. Montgomery and W. L. Ingram, WJBY, Gadsden, Ala.
L. M. Stewart, Shreveport, La.
R. D. Campbell, A. T. & T., New York
Rev. H. H. Hohenstein, KFUO, St. Louis
Charles F. Council, WLW, Cincinnati
M. H. Aylesworth and Richard C. Patterson, Jr., NBC, New York
Roy C. Roberts, WDAF, Kansas City
A. J. Kirkhofer, WBEN, Buffalo

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *Nov. 15 to Dec. 14.*

Film Records Solve Audition Expense

Unique WGY Equipment Used to Sell Prospects Talent, Supply Program Background, Make Sound History

By KOLIN HAGER
Manager of WGY, Schenectady

Mr. Hager

THE TIME, money and trouble involved in selling radio talent to a commercial prospect often are considerable, as any broadcaster can testify, and so a scheme for simplifying this process should be welcomed. WGY has solved this problem by recording the best work of available talent; thus no studio, musicians or talent is necessary when a client is selecting a program, at least not until the choice is narrowed. The WGY recording equipment is also useful in many other station activities, such as supplementing studio programs, enabling talent to correct defects and recording, for history, important events or speeches.

SALE of radio talent to a commercial prospect, his agency representative or to officials of the client organization is often beset with difficulties. Unless the client has very definite views on his program requirements, many hours may be spent on auditions until the prospect is convinced that he has the best possible unit to carry his advertising message.

After a client has set a time convenient for him, the program department must schedule studio space for rehearsals and for the performance. In most cases today studio space is at a premium. Then the further problem of freeing the talent from other engagements presents itself. Musicians must be paid, and the selling expense may run high.

Library of Talent

AT WGY we think we have solved this problem by recording the best work of all our available talent. We have a sound library in which is filed, and properly indexed, film records of orchestras—in popular, classical and semi-classical programs, vocalists in groups and solo, instrumental soloists, dramatic sketches, the voices of performers available for parts in dramatic sketches, voices of continuity readers, men and women, and the voices of all announcers.

The client is able to hear these records at his convenience, and from them he can make his selections. After narrowing the choice a second audition is offered, this time presenting live entertainers in a complete program.

This plan has proved less tiring and far more satisfying to the client. After two such auditions he is convinced that he has heard the very best the station has to offer and he is prepared to make his decision.

Unique Recording Device

WGY's sound recording equipment is unique. It is a development of the research laboratory of the General Electric Company and is, in fact, still in process of development. The best trained ear would find great difficulty in identifying the reproduction as from a record.

The sound recording method is similar to that used in the Photophone motion picture process, but there the similarity ends. Whereas the Photophone provides for a sound track paralleling the picture with which it is synchronized, WGY's sound recorder uses the entire film width for paralleling sound tracks, from one to eighteen tracks being possible on standard width film. No sprocket holes are needed on the film and thus additional space is afforded for sound recording.

A standard 200-foot film roll with fourteen sound tracks gives nearly one hour of continuous program. By uniting three such rolls for a total of 600 feet it is quite possible to record an entire grand opera. Exceptional fidelity to the original tone is the striking characteristic of this method of recording. Frequencies not normally obtainable by recording processes are captured on the film.

Rapid Reproduction

SOUND FILM is developed by the same process as is used for picture film and it is quite possible to reproduce a program within one hour after recording. The sound equipment of WGY is both recorder and reproducer, some slight changes being necessary to convert the outfit from one function to the other.

Our recorder has many other uses, some of which have not yet been developed to their fullest possibility. For example, when a commercial radio program has been whipped into shape for its inaugural presentation, we record the program complete. Music director, production man, announcer and entertainers then listen to the results. It is criticized freely from the standpoint of musical quality, program balance, emphasis and unity. The director may find that slight changes in the placement of his men with relation to the microphone will give better balance and improved musical quality. The announcer notes his faults and has an opportunity to correct them. Musicians, hearing themselves as others hear them, have fresh inspiration to excell.

Supplying Background

ANOTHER practical use for the record is to test the voice of a new announcer or even an old one. The announcer may be unconscious of some tricks of emphasis which rob his message of effectiveness. By means of the record he can give critical ear to his own air personality.

One of the most interesting possibilities of the equipment is its use supplemental to studio produced programs, particularly in dramatic sketches. Sound is the scenery of the radio sketch. That is to say, the listener gets his image of the action from the words of the performers and from the attendant sounds. With this equipment it would be possible to record a surf, the traffic at a busy street corner, the applause at a concert, a prize-fight, a political convention, a baseball game, the sounds of a barn yard, and the like.

Voices for History

STILL ANOTHER use for our sound equipment is that of recording, for posterity, historical events or speeches. WGY now has in its library the voices of Calvin Coolidge, the late Dr. Charles P. Steinmetz, and Pope Pius XI delivering the first encyclical ever to be broadcast.

New uses are found for the equipment from time to time, and it is reasonable to expect that in time a sound recorder will be an essential part of the equipment of every modern broadcasting station.

Commission Actions

(*Continued from page 28*)

KGEW, Ft. Morgan, Col.—Denied extension of authority to remain silent. Renewal of license application has been designated for hearing.

WEVD, Brooklyn, N. Y.—Protest of WEVD to the granting of application to move station WCGU from Brooklyn to Long Island City was dismissed at request of protestants.

Examiner's Report . . .

WMBR, Tampa, Fla., and NEW, Peoples Broadcasting Corp., Jacksonville, Fla. —Chief Examiner Yost (Report 435; Dockets 1653 and 1661) recommended that the Peoples Broadcasting Corp. be permitted to withdraw application for CP with prejudice and that WMBR be granted a renewal of license.

Teacher's Guide Issued For CBS Radio School

A HANDSOME brochure to be used in connection with the American School of the Air courses has been sent by CBS to educators throughout the country. The 80-page booklet offers visual aid and supplementary instruction to be used with the radio courses in geography, history, literature, elementary science, music and current events.

The American School of the Air, now in its fourth season, has been heard over a CBS network of 85 stations every day of the school year, except Saturday and Sunday, since Oct. 24 and will continue until April 13.

New Business Group

CREATION of the Proprietary Radio Service, 507 Fifth Ave., New York, to function as radio station representatives with activities confined to the field of proprietary products, was announced Dec. 12. Arthur G. Montagne, formerly with the Eastern merchandising department of WLW, and Byrne Bauer, former agency man, are the organizers. Mr. Montagne said the service will act as headquarters for vital facts and information on broadcast advertising in the proprietary field, "particularly on the attitude of individual stations towards this type of product". The service, he added, is open to all agencies and their clients without cost.

New Dodge Account

ABOUT 70 stations will be used during January for a series of 5-minute transcriptions sponsored by Chrysler Motors to announce the new Dodge car. Account is being handled by Scott Howe Bowen, Inc., New York.

Lame Duck Radio

(*Continued from page 5*)

phere about the Commission with uncertainty. Changes are contemplated by the incoming administration, it is reported, in both the legal and engineering divisions, probably striking those in the upper salary brackets. Efforts will be made by the Commission, however, to prevent political interference with most of those incumbents because of the highly specialized nature of their work and the crippling effect that would be wrought by a wholesale turnover.

The pay cut recommendations by President Hoover call for an additional 11 per cent reduction over the 8½ per cent "furlough" reduction now in effect. If adopted, this would mean a total reduction of about 15 per cent from base pay. In other words, the salaries of commissioners, general counsel and chief engineers would be reduced from $10,000 per annum to approximately $8,500. Corresponding reductions will result in the pay of all subordinates, with an initial $1,000 exemption.

Listener "Survey"

ANOTHER so-called "listener survey," this one designed "to obtain a complete, detailed record of the entertainment and advertisement emanating from all American radio broadcasting stations using a 16-hour period on the same day," has been undertaken by H. O. Davis, of the VENTURA (Cal.) FREE PRESS. Those getting the "instructions" are asked not only to keep complete tabulations of types of programs, advertising, contests, sales talks, etc., but are asked "to comment tersely" on programs, sample ratings being suggested as "good orchestra," "screechy violin," "fine baritone," "fierce whisky tenor," "raw cancer cure," etc. Cooperation of anti-radio newspapers is understood to have been solicited in conducting the survey.

Football Ban Lifted

THE NEWLY formed Southern Conference has decided to lift the ban on broadcasting of football games imposed this season by the Southern Conference of which it formally was a part, according to an announcement by the University of Florida. Members, it was stated, will be permitted to handle the broadcasting as they see fit.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Radio Engineer: Eleven years experience. Six years as Chief Engineer independent and network stations. Capable executive all phases technical department of broadcast station. Address box 66, BROADCASTING.

Transmitter Tubes

Manufacturers medium power commercial types for replacement in standard equipment, including 242A, 261A, 205D. Also repair service on larger types. VTE Laboratories, Ridgefield, New Jersey.

Microphone Service

Sensational Microphone Value—Universal Model "Y"—Experimenters single-button, watch model type. 200 ohms. Pure Gold Spot Center Diaphragm. Only $2.00, including valuable 1933 general catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, California.

KSTP

ST. PAUL MINNEAPOLIS

10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

Transcriptions Released At Civic Club Luncheon

A NOVEL and effective way of presenting new transcription releases to prospective clients was tried recently by J. C. Tully, manager of WJAC, Johnstown, Pa. Members of the Johnstown Advertising Club were entertained at a luncheon at the WJAC studios, after which six 15-minute transcriptions were run off for their entertainment.

The experiment was successful for three reasons, according to Mr. Tully: (1) a favorable atmosphere was created for presenting the transcriptions; (2) the general audition made unnecessary a large number of private demonstrations, and (3) favorable publicity was obtained in the local press because of the club's sponsorship.

Rolfe Producing

B. A. Rolfe, Inc. is the name of a new radio production company which the former Lucky Strike maestro has formed with offices and studios in the Steinway Hall Bldg., New York. His first production is a program called "Track Around the World," for which he himself wrote the music and Bill McKenna the lyrics. It was auditioned this month at NBC for either sponsored or sustaining use.

Debating Radio

"RESOLVED, that broadcasting stations in the United States should be governmentally owned and operated," is the subject of a series of debates to be held at nine universities during February, the National Committee on Education by Radio reports. The universities are Michigan, Minnesota, Iowa, Ohio, Indiana, Wisconsin, Purdue, Northwestern and Illinois.

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Commercial Coverage Surveys
Allocation Engineering
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Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

Radio School Bell

IN COOPERATION with school authorities WNAC, Boston, has inaugurated a policy of announcing the closing of schools on days of inclement weather, thus saving the children from tramping through rain or snow only to be sent home. The signals are broadcast at 8 a. m. and at noon whenever officials notify the station that there will be no school in certain communities.

Happy Go Lucky Hour To Tour Don Lee Units

THE IMMENSE popularity which has been achieved by "Happy Go Lucky Hour" will be capitalized by the Don Lee network after Jan. 1. The network will attempt to build up community interest in its Los Angeles, San Diego and Santa Barbara studios by taking the "Happy Go Lucky" gang from the KFRC studios in San Francisco on a tour of the other studios, from which the program will be broadcast. KHJ gets it first, with KGB, San Diego, following and KDB, Santa Barbara, completing the circuit. The program will return to KFRC in about three months.

Meanwhile KFRC's "Blue Monday Jamboree" is continuing in personal appearances in southern California and many theatre receipt records are being broken.

Newspapers in Radio

(*Continued from page 8*)

ried in this magazine, omits newspapers having merely news tieups with radio stations. It is practically impossible to keep such affiliations up to date, but the writer estimates that about half the radio stations of the country have some sort of non-corporate affiliations with their local newspapers.

That "audible journalism" has a powerful ally among some of the most distinguished newspapers of the country, is readily seen from the fact that about 100 American stations are owned, controlled, leased, operated or otherwise corporately affiliated with newspapers large and small. Even great newspaper syndicates are represented in this list; the McClatchy Newspapers of California own and operate five stations, the Gannett Newspapers three and the Hearst interests three. Several other newspaper publishers own two or more stations, the additional ones often being located in cities other than those in which they publish; viz., the groups of stations owned by the publishers of the LANCASTER NEWS ERA and INTELLIGENCER-JOURNAL, the DES MOINES REGISTER & TRIBUNE, the CLEVELAND PLAIN DEALER and the HUNTINGTON (W. Va.) ADVERTISER and HERALD-DISPATCH. It will also be noted that the SOUTH BEND TRIBUNE and the PORTLAND (Ore.) JOURNAL both own two stations in their respective cities.

Interesting, too, is the fact that more than a dozen Canadian stations are owned by newspapers, and one each in Mexico and Cuba.

Roesler Wire Code Ready for Stations

National Use as Economy Aid Predicted by New Year

A TELEGRAPH code for broadcasting stations, designed to reduce time reservation queries and other station business messages to a strict formula, as is the practice in other industries, has been drafted by George Roesler, manager of the Omaha studios of KFAB, Lincoln, Neb., and is being urged by him for adoption by all commercial stations.

While the savings on individual messages might not be large, Mr. Roesler said use of the code would be reflected in substantially reduced monthly billings. He drafted the code originally for use between the Lincoln and Omaha studios of KFAB and the advertisers and agencies they dealt with. "A month's trial convinced the owners and the code was permanently adopted by the station," he said.

Ready for Distribution

MR. ROESLER demonstrated the code at the NAB convention at St. Louis last month. The suggestion immediately followed that all stations should adopt it, and the matter was brought before the convention, where it won hearty endorsement. Mr. Roesler has informed BROADCASTING that the code is now ready for national distribution, which will be done as soon as sufficient stations and agencies express individual approval. He estimated that adoption of the plan by 400 stations and 750 agencies or representatives would make it practical for national use.

Explaining the code, Mr. Roesler pointed out that in group headings it covers station code, miscellaneous questions, afternoon, evening and morning hours, money, numbers and a detailed chronological code, including both hours of the day and days of the week and fractional periods.

Code Explained

"IN THE LATTER category," he continued, "it is possible to designate any 5-minute period on any day or days of the week by two words. Thus 'Parly Gait' indicates 5:25 to 5:30 p.m. Sunday, Tuesday and Thursday, and 'Absolve Edge' indicates the half hour from 8 to 8:30 a.m. Tuesday and Friday.

"As an example of a customary message, let us take: 'HAVE CLIENT ASKING FOR QUARTER HOUR FRIDAY MORNINGS BETWEEN NINE THIRTY AND ELEVEN WIRE PERIODS AVAILABLE' which might be sent by any advertising agency. In the code I have devised the telegram would read: 'TABU DEBUT ACCURATE ADAPT TACE,' which would be a savings of eleven words, an important number in a telegraphic communication."

On the basis of the enthusiastic response Mr. Roesler has received since he demonstrated the code at the NAB convention, he predicted that it would be in national use by early next year.

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